



MEDIA PACK 2019

Increase your visibility for the
UITP Global Public Transport Summit 2019



Contents : Advertising packs	GOLD	SILVER
	30% discount incl. vs official rates	20% discount incl. vs official rates
2 advertising pages: • 1 page in the PTI 1/2019 (Jan) • 1 page in the PTI 2/2019 (May)	✓	
1 advertising page in the edition of your choice: PTI 1/2019 (Jan) or PTI 2/2019 (May)		✓
www.uitp.org - 1 banner/3 months in 2019	✓	
www.uitp.org - 1 banner/1 month in 2019		✓
Non Member	€ 16,000	€ 7,700
UITP Member	€ 11,300	€ 5,500

Important:

The number of packs available being limited, the advertising packs are offered on a first come, first served basis. The advertising packs are fully guaranteed as proposed above if the deadlines for the different ad spaces presented are respected. After these deadlines, the content of the packs needs to be rediscussed according to availabilities.

Booking and material deadlines:

GOLD pack: 30 November 2018
SILVER pack: 30 November 2018 (PTI 1/2019)
15 April 2019 (PTI 2/2019)

Contact details:

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The UITP magazine

PTI – Public Transport International
Advertising Rates 2019

Edition	PTI 1/2019 January		PTI 2/2019 May		PTI 3/2019 September	
Topic	State of public transport in the world		Start-ups		Funding (tbd)	
Print run	5.000 copies		5.000 copies		5.000 copies	
PTI languages	English		English		English	
Distribution	<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019) 		<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019) ➤ Busworld Europe (Brussels, 18-23 Oct. 2019) 		<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ Busworld Europe (Brussels, 18-23 Oct. 2019) 	
Booking deadline	30 November 2018		3 April 2019		15 July 2019	
Rates / full colour	UITP Member	Non Member	UITP Member	Non Member	UITP Member	Non Member
The covers						
Cover 2 (inside front)	5.600 €	8.000 €	5.600 €	8.000 €	4.200 €	6.000 €
Cover 3 (inside back)	5.250 €	7.500 €	5.250 €	7.500 €	3.950 €	5.600 €
Cover 4 (outside back)	6.000 €	8.600 €	6.000 €	8.600 €	4.500 €	6.450 €
Front of the book						
1 page	4.500 €	6.000 €	4.500 €	6.000 €	3.400 €	4.500 €
1/2 page	3.100 €	4.400 €	3.100 €	4.400 €	2.300 €	3.300 €
Ad (Table of contents)	2.800 €	3.950 €	2.800 €	3.950 €	2.100 €	2.950 €
Integrated banner	1.900 €	2.650 €	1.900 €	2.650 €	1.400 €	2.000 €
Feature well						
1 page (2 ad pages max.)	5.000 €	7.200 €	5.000 €	7.200 €	3.750 €	5.400 €
Integrated banner	2.500 €	3.600 €	2.500 €	3.600 €	1.900 €	2.600 €
Back of the book						
Double page spread	6.300 €	8.400 €	6.300 €	8.400 €	4.700 €	6.300 €
1 page	3.850 €	5.500 €	3.850 €	5.500 €	2.900 €	4.100 €
1/2 page	2.450 €	3.500 €	2.450 €	3.500 €	1.850 €	2.600 €
Integrated banner	1.500 €	2.100 €	1.500 €	2.100 €	1.100 €	1.600 €
Advertorials						
Advertorial 2 pages	4.500 €	6.000 €	4.500 €	6.000 €	4.500 €	6.000 €
Advertorial 3 pages	5.250 €	7.000 €	5.250 €	7.000 €	5.250 €	7.000 €

Online advertising opportunities	Banner rotation	Type/Size	Monthly rates			
			All year except July and August		July - August	
			UITP Member	Non Member	UITP Member	Non Member
The news section	Max. 3 - The banner appears in all the news of our website	vertical/ 160 x 600 pixels	€2,400	€3,600	€1,600	€2,800
UITP homepage: News and Media menu	No rotation - fixed banner	Square/ 300 X 300 pixels	€1,800	€2,800	€1,400	€2,000

The News section: From the News section of the UITP homepage, you can reach more than 400 news articles. The ad appears at the same time, at the same position in all the news when you click on them (vertical ad, right side).

The News & Media menu: Your ad appears on the right side of the main menu News & Media when positioning the cursor over the menu (squared ad, right side)

The views in figures:

Homepage: 20,000 single visits/ month (average)

News section: 6,500 single visits/month each news is posted on social media (as of

Each news on uitp.org: viewed 100 times a month minimum

How to order?

Send an email to publications@uitp.org with:

- The banner in the right size in 72 DPI: png - jpg - jpeg
- Files must be less than 1 MB.
- The hyperlink to your website
- Your complete invoicing address
- N.B. Please allow 2 working days for your banner to be posted online

Contact details:

Doriano Angotzi - tel. 0032 2 663 66 46 - publications@uitp.org

Company _____ UITP Membership Nr _____

Address _____

Contact Name _____ Function _____

Phone _____ Fax _____ E-mail _____

VAT Nr. (Eu countries): _____

• **PTI magazine** (full colour advertisements)

PTI issue: 1/2019 (January) 2/2019 (May) 3/2019 (September)

Booked advertising space:

Advertising pack Stockholm: GOLD SILVER

Covers: 2nd Cover (inside front) 3rd Cover (inside back) 4th Cover (outside back)

Inside ad spaces:

1 Page Integrated banner

½ Page 2 pages advertorial

Ad (table of contents) 3 pages advertorial

Choose positions: Front of the magazine

Back of the magazine

Feature Well (Main topic)

Rate: _____

• **Online banners** (www.uitp.org)

UITP website section: The News Section The News and Media Menu

Month(s): Jan Feb March April May
 June July August Sept Oct
 Nov Dec

Nbr of months: 1 2 3 4 5 6
 7 8 9 10 11 12

More Information, please contact:

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Agrees to appear in the UITP Magazine. **Signature and stamp**