



itsinternational.com

itsinternational.com is visited by an average of 17,500 unique users per month, a 30% increase on the previous year. And with the most comprehensive online content resource in the traffic and transportation sector, itsinternational.com offers advertisers the perfect opportunity to connect with targeted industry professionals on a daily basis.*

- Unique, optimised and professionally-written articles added every weekday
- Largest archive of editorial content in the sector
- 17,500 unique users per month* and growing
- Over 50,000 pageviews* per month and growing
- Visitors spend over 1.51 minutes per session and read more than 2.5 pages per session*

*Source: 2016 Google Analytics data

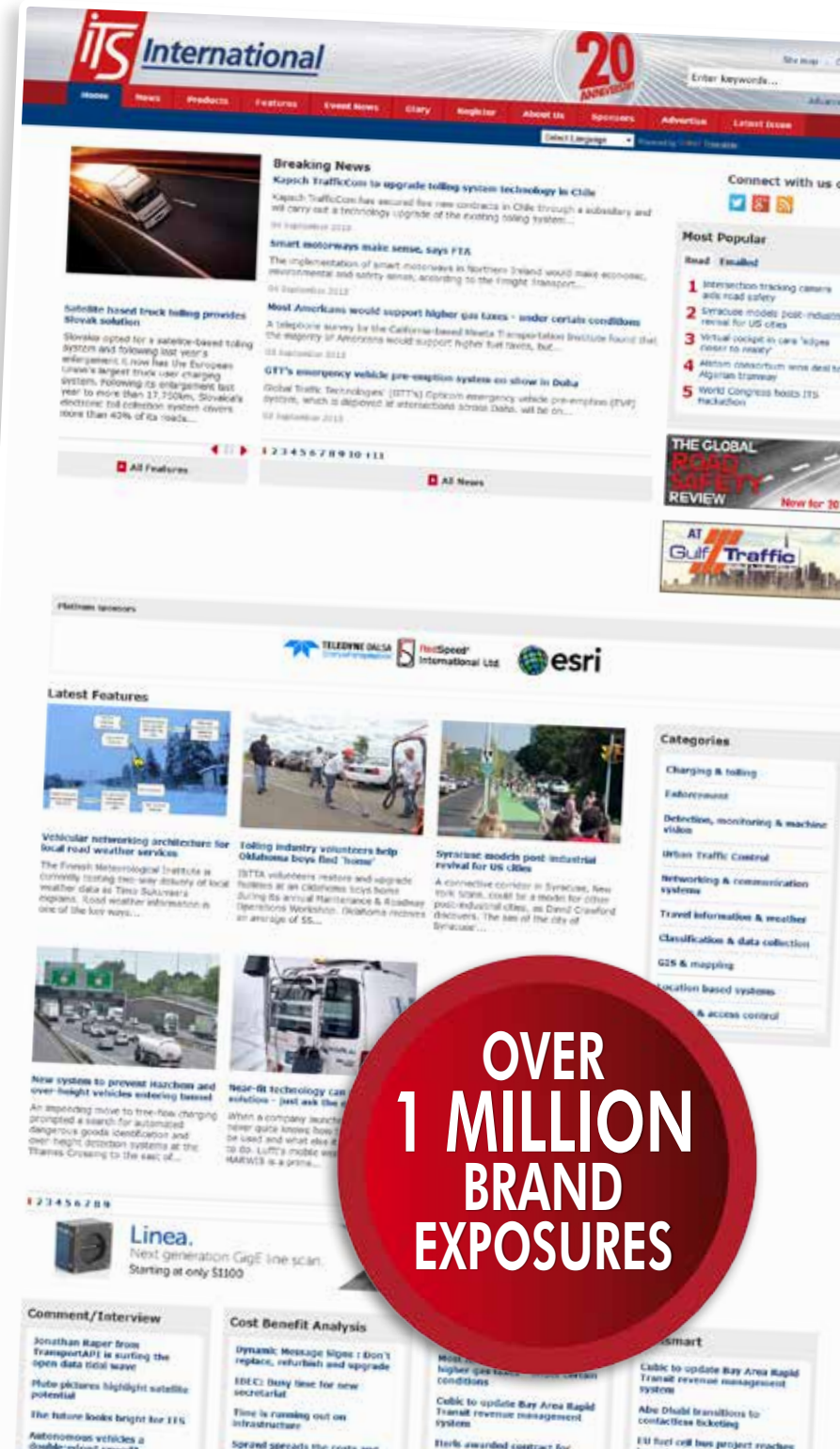
Sponsorship packages to suit all budgets

PLATINUM PACKAGE

GOLD PACKAGE

SILVER PACKAGE

BRONZE PACKAGE



OVER 1 MILLION BRAND EXPOSURES

Reach targeted ITS professionals via multi-platform online marketing options

4 traffic-generation packages to suit all budgets

1. Platinum package

The perfect combination of print and online brand exposures. By sponsoring a category you are guaranteed a minimum of 1 million brand exposures per annum.

Choose your preferred category...

- Charging & Tolling
- Enforcement
- Parking & Access Control
- Detection, Monitoring & Machine Vision
- Classification & Data Collection
- GIS/Mapping
- Networking & Communication Systems
- Urban Traffic Control (UTC)
- Travel Information/Weather
- Location Based Systems

.... and guarantee the following options for 12 months.

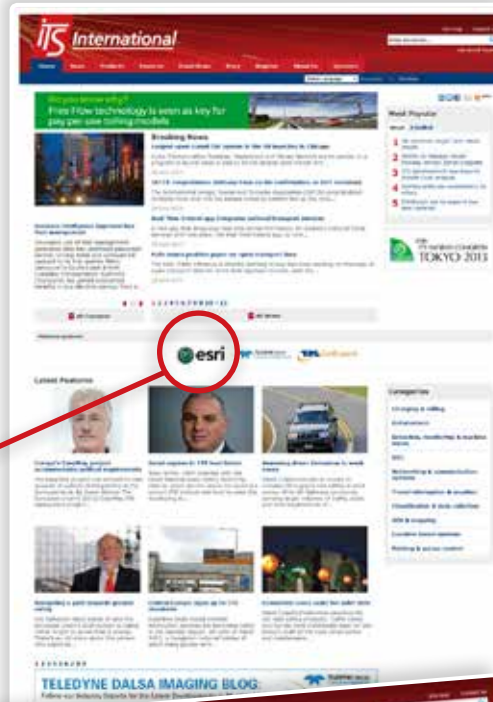
Logo on Homepage

Your logo displayed clearly on the homepage and linked to your Profile page.

Sponsor's Profile page

Your own microsite within www.itsinternational.com – use as much or little as you like. Your bespoke profile page can include:

- Your web address with a link back to your company site
- Inclusion of previously published news, products and features from *ITS International*
- Company banner
- RSS Feeds
- Facebook and Twitter newsfeeds
- RSS feeds
- Link to your LinkedIn page
- Videos
- Past and current advertisements



Logo on category landing page

Guaranteed top right position on the category landing page with a link back to your profile page.

Sponsorship Banner on category landing page

Your banner will be placed as the top advertisement on the category landing page.

Company name linked within content

When your company name appears in any news story or feature, it will have a live link back to your profile page making it easy for our readers to find out more about your company.

Logo on eNewsletter

Exclusive to Platinum sponsors. Your logo will be included on *ITS International's* eNewsletter sent to over 30,000 industry professionals every 2 weeks. The eNewsletter is sent 20 times a year giving 600,000 brand exposures. The logo links directly back to your profile page.

Logo on all website promotions

Platinum sponsors are included on all ongoing website promotional activity, to include online and supporting print campaigns in 2016.

Logo on ITS International magazine delivery label

Inclusion of your company logo and website address on the delivery labels of *ITS International*, 6x per year.



**OVER
1 MILLION
BRAND
EXPOSURES**

2. Gold package

If you would rather sponsor a section then the Gold package is for you.

Choose your preferred section...

- Comment/Interviews
- Cost Benefit Analysis
- NAFTA
- Association News
- Transmart

Logo on Home page

Your company logo will appear on the home page within your selected section box.

Sponsors Profile page

Utilise your own microsite within www.itsinternational.com – use as much or little as you like. Your bespoke profile page can include:

- Inclusion of previously published news, products and features from *ITS International*
- Your web address with a link back to your corporate website
- Sponsorship banner
- RSS Feeds
- FaceBook and Twitter newsfeed boxes
- Link to your LinkedIn page
- Videos
- Past and current advertisements

Logo on section landing page

Your company logo on the top right of the section landing page with a link to your profile page.

Sponsorship Banner on section landing page

Your banner advert will be placed at the top middle of the section landing page.

Company name linked within content

When your company name appears in any news story or feature, it will have a live link back to your profile page making it easy for our readers to find out more about your company.



3. Silver package

A great option for those that want to build up their online presence. Once you have selected either a category or a section you will benefit from:

Sponsors Profile page

Utilise your own bespoke microsite within www.itsinternational.com – use as much or little as you like. Your profile page can include:

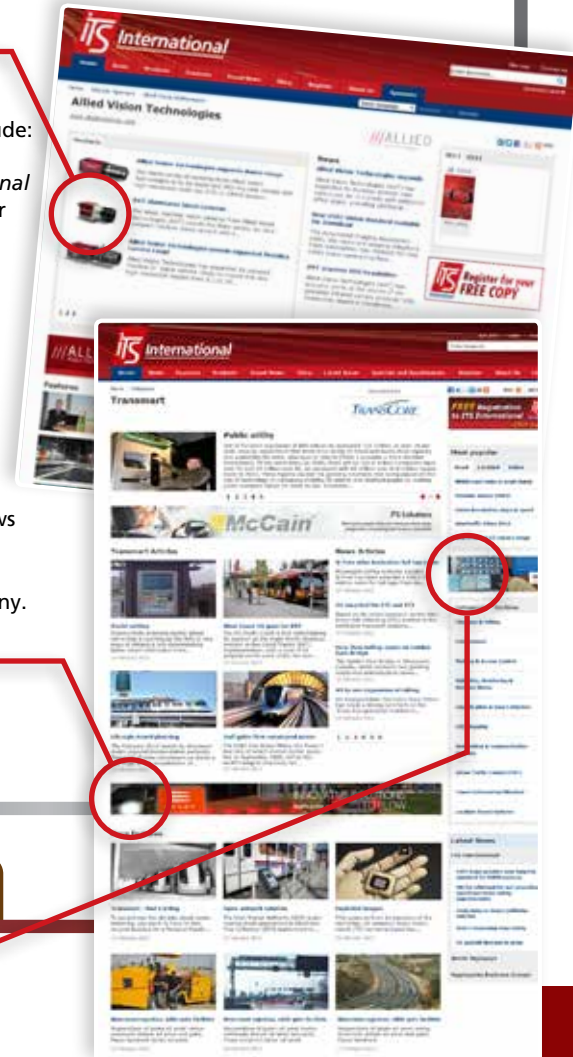
- Inclusion of previously published news, products and features from *ITS International*
- Your web address with a link back to your corporate website
- Sponsorship banner
- RSS Feeds
- FaceBook and Twitter newsfeed boxes
- Link to your LinkedIn page
- Videos
- Past and current advertisements

Company name linked within content

When your company name appears in a news story or feature, it will have a live link back to your profile page making it easy for our readers to find out more about your company.

Rotating Sponsorship Banner

A rotating advertisement in position 2 on the selected category/section landing page. (There will be a maximum of 3 banners sharing this position at any time).



4. Bronze package

Rotating Side Banner

A rotating advertisement in the side position on the selected category/section landing page. (There will be a maximum of 5 banners sharing this position at any time).

★ Most popular for product launches

Individual Banner Offerings

There are a number of smaller, more specific, options available to clients that have projects with shorter deadlines or who have restricted online budgets but still wish to access our readership of ITS industry professionals.

Home page

Top sponsorship banner – above the News (925 x 100 pixels, single position)

Middle sponsorship banner – above the Features (925 x 100 pixels, single position)

News, Features & Products pages

★ Sponsorship banner packages on News or Products pages (610 x 95 pixels, maximum 5 companies)

★ Side banner package on News, Features or Products pages (295 x 110 pixels, maximum 5 companies)

Sponsorship banner on individual Feature page (925 x 100 pixels, single position)



Add to your presence while you are planning your online strategy - don't forget that the ITS International eNewsletter is a great way to reach over 49,000 ITS industry professionals every 2 weeks. Contact our team today for more details.

Mechanical Data

Sponsorship Banners

- 925 pixels x 100 pixels dimension



- 610 pixels x 95 pixels dimension



Side Banners

- 295 pixels x 110 pixels dimension



Banner and Logo specifications

- Animated gif 72 dpi, jpeg 72 dpi or Flash*
- *Flash files may not display on some mobile devices



**INCREASE YOUR
ONLINE VISIBILITY**
ITSInternational.com

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