

Exclusive Official Publishing Contract 2011



ITS International is the exclusive official media partner for the 18th World Congress on ITS, which runs in parallel with the 22nd ITS America Annual Meeting & Exposition and takes place in Orlando, Florida in October.

ITS International will publish 3 editions of *The Daily News* and the *Final Program & Exhibitor Directory*.

The Daily News

For the first 3 days of the event **6,000 copies per day** of *The Daily News* will be distributed to on-site attendees. Each edition will be crammed full of news, product announcements and interviews with leading industry figures, supported by stunning on-site photography. This will result in *The Daily News* being the ultimate communications mechanism for exhibitors wishing to encourage delegates to their booths.

Advertisers receive 1 insertion per day and are prioritised for editorial coverage.

Items from *The Daily News* are also distributed in an e-newsletter to ITS International's **40,000 global database**. Stories link directly to a dedicated website (www.dailynews-online.com) where the full article can be read.



The Daily News Rate card

(3 insertions and Editorial coverage guarantee)

Full Page	\$9,530
Half Page	\$5,720
Quarter Page	\$3,430

The Final Program & Exhibitor Directory (FP&ED)

10,000 copies of the FP&ED will be distributed to on-site attendees from the Registration area. It contains all the essential conference information, such as session topics, speakers, times, dates and locations. In addition it provides full exhibitor information including addresses, contact data, booth numbers and company profiles. The content ensures the FP&ED will be regularly referred to by all participants throughout the week, thus it represents a fantastic advertising opportunity for exhibitors.



Final Program & Exhibitor Directory Rate card

Full Page	\$4,475
Half Page	\$3,130
Quarter Page	\$2,195

NO OTHER PUBLICATION HAS ANY OFFICIAL CONNECTION WITH THIS EVENT

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