

SHOW DATE: 22-25 APRIL 2024

THE ONLY
OFFICIAL EVENT
PUBLICATIONS

RISE LIKE A PHOENIX IN ARIZONA

The theme for the 2024 ITS America Conference & Expo in Phoenix will be Accelerating Digital Transformation. The conference topics will include - AV's, Emerging Technologies, Digital Infrastructure, V2X/Connected Transportation, Multi-Modal Equitable Mobility and Climate Resilience and Sustainability.

The nation's top transportation officials, businesses, technology leaders, researchers and policymakers will gather together for one of the most important transportation events in many years. Attendees will have the opportunity to experience the latest in transportation innovations through interactive technology demonstrations, an innovative exhibit hall, technical tours and networking events.

This will be the must attend North American event in 2024, to lay the foundations for a better, smarter future. If your company is going to succeed in capturing a slice of this highly lucrative market, it needs to be visible and pro-active.

The event's exclusive publications, the *Official Preview* and *The Daily News*, offer highly effective multi channel promotional and advertising opportunities, to help you to meet these objectives and to raise your company's profile in this challenging market.

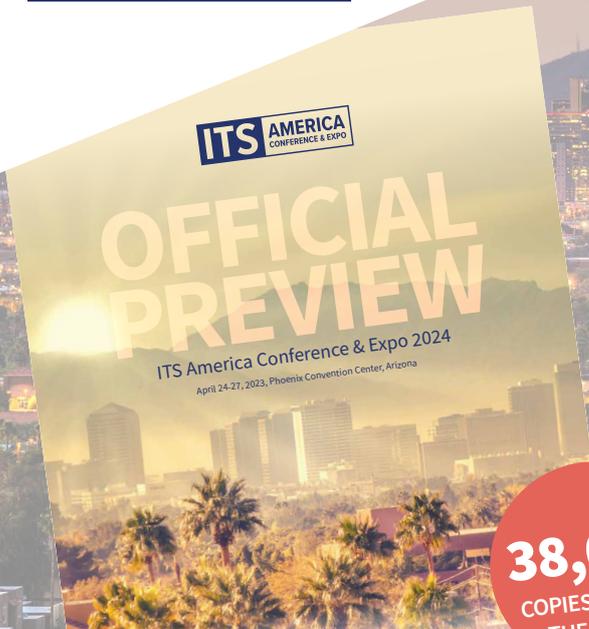
Guarantee your coverage today, because keeping a low profile won't get you noticed...

To discuss specific requirements, please contact:

► **Andrew Barriball, Publisher**
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► **Dan Emmerson, Sales Director**
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38,000
COPIES BEFORE
THE SHOW



ONSITE DISTRIBUTION
12,000
COPIES

ITS America Official Preview

The ITS America Official Preview will enable exhibitors to generate **unprecedented pre-event publicity** and help delegates to plan which companies to visit during the show. This stand-alone publication will be 100% dedicated to the event and will contain all the latest congress news, identify the highlights and provide some sneak previews of products that will be launched at the show. A combined printed and digital copy of the publication will be sent to ITS International's entire database of over 38,000 traffic and transportation professionals, alongside a vast social media campaign.

The *Daily News* Show Newspaper

There will be **4,000 copies** of the *Daily News* published per day, for the **3 main exhibition days**. Copies are full of live photography and show reports to assist delegates identify what's new and what's worth seeing. Advertisers have an insertion in all 3 editions and are **guaranteed editorial coverage**. Each edition will be crammed full of all the latest gadgets, gizmos and 'must see' attractions on the exhibition floor. The editorial from the *Daily News* will also be distributed each day, as an eNewsletter, to *ITS International's* **38,000 database**.

No other publication has any official connection with this event

Advertisement rates			
Official ITS America Preview 1 x Advertisement + Guaranteed editorial photo story		The Daily News Show Newspaper 3 x Advertisements of chosen size + Guaranteed editorial photo story	
Full Page	Advertising rates start from just \$2145	Full Page	Advertising rates start from just \$3,465
Half Page		Half Page	
Quarter Page		Quarter Page	

Print advert specifications

- PDF files MUST be created to these specifications:
- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
 - They must contain a Trim Box set to the trim size of the publication
 - All fonts must be embedded
 - Combined ink density should not exceed 300%
 - Double page adverts use a gutter of 25.4mm down the centre of the advert. It is left to the designers discretion if you encroach into this zone with text, as it may not be visible.

Please visit: www.pass4press.com for exact specifications and detailed information on how to create compliant PDF files.

Advertisement dimensions (All sizes are depth x width)								
Full Page (Inches)			Half Page (Inches)			Quarter Page (Inches)		
Bleed:	12 x 8 5/16		Horiz:	5 x 7 1/4		Horiz:	2 x 7 1/4	
Trim:	11 3/4 x 8 1/4		Vertical:	10 x 3 1/2		Vertical:	5 x 3 1/2	
Type area:	10 x 7 1/4							
Full Page (mm)			Half Page (mm)			Quarter Page (mm)		
Bleed:	305 x 218		Horiz:	124 x 184		Horiz:	60 x 184	
Trim:	297 x 210		Vertical:	256 x 92		Vertical:	124 x 92	
Type area:	256 x 184							

Figures quoted using Publisher's own data.

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