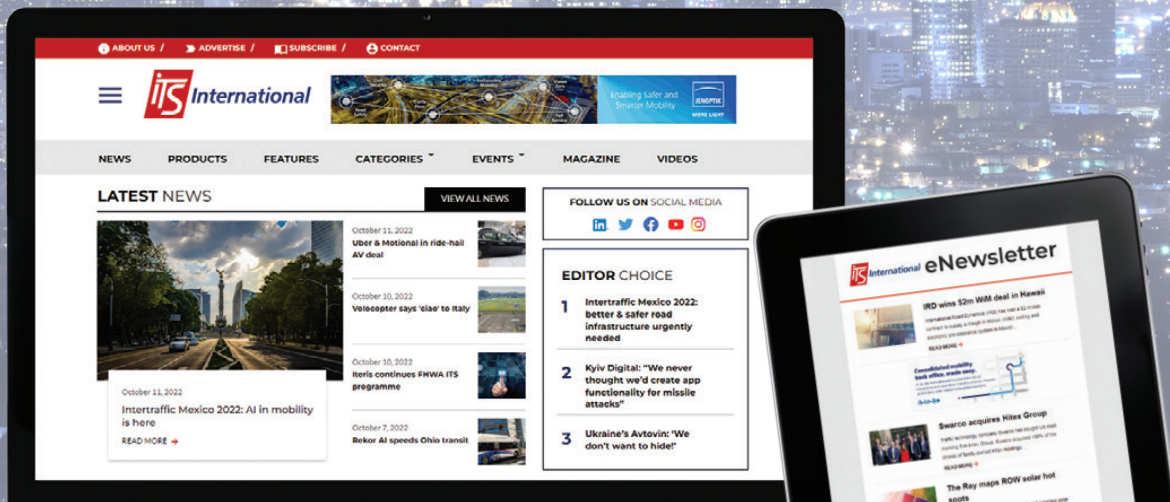![ITS International logo]

DIGITAL
MEDIA KIT 2024

www.itsinternational.com

ITS International's state-of-the-art website

The *ITS International* website brings you the very latest in functionality, with the most up-to-date content available relating to advanced technology for traffic management and urban mobility.

www.itsinternational.com attracts an average of 20,000 monthly unique users and generates, in excess of, 40,000 monthly page impressions (Google Analytics, September 2023).

The site is fully optimised for desktop, tablet and mobile and has a fast growing social media audience.

The website is constantly being updated, with *ITS International*'s editorial team posting new items every day.

Our bi-weekly eNewsletters deliver this content, and our advertisers' marketing messages, directly to the inboxes of more than 38,000 traffic and transportation professionals worldwide.

www.itsinternational.com provides a comprehensive range of digital advertising formats to suit your budget and marketing objectives. These include Leaderboards, MPUs, Catfish, Video, plus Sponsored and Native content options.
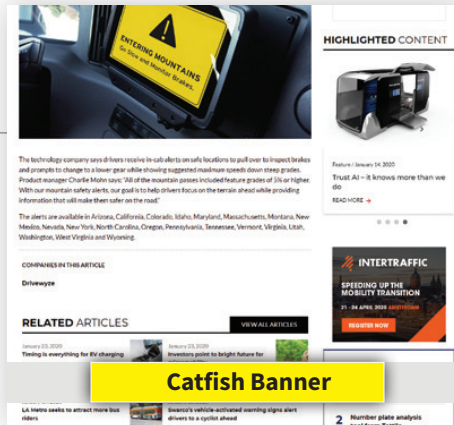
Banner Opportunities

Special Position – Catfish Banner *(One advertiser per month)*
This is the most visible position on the website as it appears at the bottom of every page apart from the Homepage, where it reverts to position H. The Catfish Banner effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. Every visitor will see the Catfish Banner and they can either click on it to visit your website, or close it until their next website session. Either way, they will have seen your brand and read your message. This is the most impactful position on the website, as it is exclusive to one company per month.

Desktop size: 728 x 90
Responsive sizes:
300 x 100, 300 x 50, 600 x 75

The Catfish banner floats above published content on the website.

Catfish Banner

Banner Positions

A **Leaderboard** *(Max 3x Advertisers)*
One of the largest and most visible advertising positions. With a leaderboard you're always going to be top and centre across the entire website.
Desktop Size: 728 x 90
Responsive size: 300 x 100

B **MPU** *(Max 5x Advertisers)*
Very visible on the top right of the page across the entire website
Desktop/Responsive size: 300 x 250

C **Mini MPU** *(Max 3x Advertisers)*
Desktop/Responsive Size: 300 x 100

D **MPU Premium Product Launch**
(Max 1x Advertiser per month)
If you are launching a new product, this feature presents a fantastic opportunity. Included in the package is a product photograph(s) and up to 500-words of editorial content. This will receive prime positioning on the Homepage under the Products section and it will be integrated on every page of the website for one month.

Also included is a video and product data sheet for readers to view and a guaranteed 150 word editorial with photo, in the products section of the next printed edition of *ITS International* magazine.
Desktop/Responsive size: 300 x 250

E **MPU** *(Max 5x Advertisers)*
Desktop/Responsive size: 300 x 250

F **Premium Video position**
See Video Category on page 5
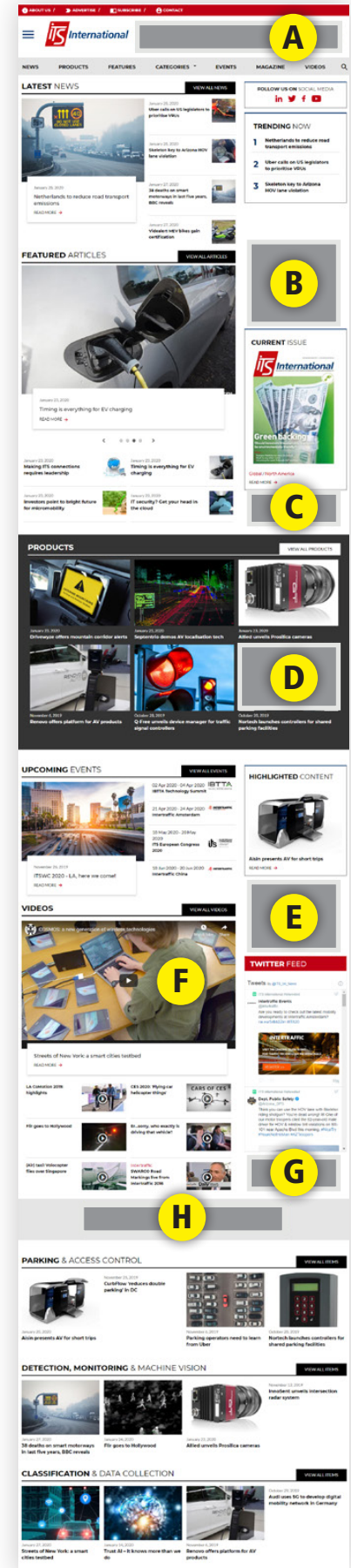
G **Mini MPU** *(Max 5 advertisers)*
Desktop/Responsive size: 300 x 100

H ***Catfish Banner Leaderboard Banner**
(Max 1x Advertiser)
Only on the Homepage and part of Catfish offering above.

www.itsinternational.com

Category Sponsorship *(One advertiser per category, per position)*

Are you looking to secure a banner position surrounded by relevant editorial content, specific to your chosen industry sector?

Once you have selected your category, every news item, product piece or feature on our website that is relevant to that category will display your banner. You can sponsor a category on a monthly basis, subject to availability, and your banner will exclusively appear on those pages across the website.

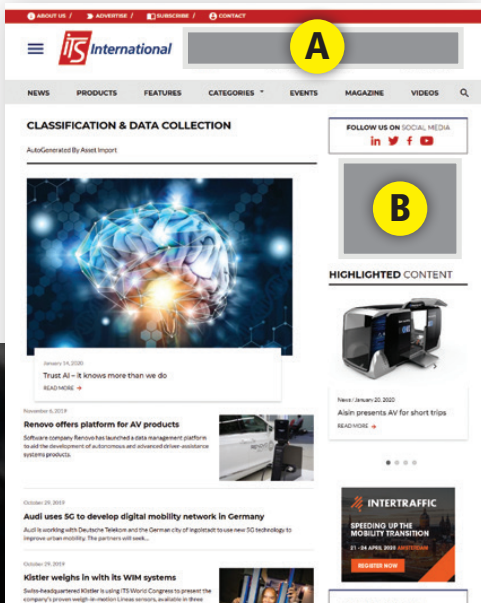You can select from the two banner options below. Subject to availability.

A Category Specific Leaderboard
Desktop Size: 728 x 90
Responsive size: 300 x 100

B Category Specific MPU
Desktop/Responsive size: 300 x 250

Choose your website category

- Charging, Tolling & Road Pricing
- Enforcement
- Parking & Access Control
- Detection, Monitoring & Machine Vision
- Classification & Data Collection
- Networking & Communication Systems
- Urban Traffic Control
- Air Quality & Weather Systems
- GIS/Mapping & Location Based Systems
- Mobility as a Service - MaaS
- CAV & Vehicle Technology

To discuss specific requirements, please contact:

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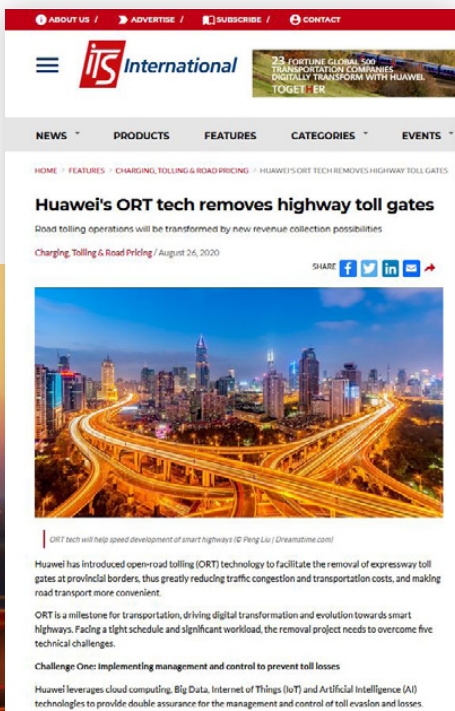
www.itsinternational.com

Sponsored Content

In an industry that is permanently hungry for information, such as data sheets, case studies, and product data, content marketing can provide a new and exciting dimension to your campaign.

You can provide information that will help industry professionals in their jobs, while at the same time putting your company at the forefront as experts and thought leaders.

All sponsored content will appear in a prime position within the Features or Products sections for 1- month and then it will be archived and available for a further 12-months. It will be supported by promotion on the website, our eNewsletters and our growing social media audience.

Focus feature

Included in the basic feature package:
- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Promoted on our ITS eNewsletter sent to 38,000 readers worldwide
- The feature will appear on the homepage within the "features section" and in feature pages/listers

Product launch

Included in the product launch package:
- 300-500 words & image of your choice featured on the homepage and in the products section/listers
- Promoted on our social media channels
- Promoted on our ITS eNewsletter sent to 38,000 readers worldwide

Premium feature

Included in the premium feature package
- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Boosted on social media channels
- Promoted on our ITS eNewsletter sent to 38,000 readers worldwide
- Premium positioning of your feature under "Highlighted Content" slider promotion across almost every page of the website
- The feature will also appear on the homepage within "featured articles" and in feature pages/listers

Premium product launch

Included in the premium product launch package:
- 300-500 words & image of your choice featured on the homepage and in the products section/listers
- A video or download sheet integrated within your article
- Promoted on our social media channels
- Promoted on our ITS eNewsletter sent to 38,000 readers worldwide
- Featured editorially in ITS International printed magazine "New Products" section, as a 150 word editorial with product photo

www.itsinternational.com

Video

Video is the fastest growing digital medium, as it is one of the most effective methods of engaging your target audience.

We understand that it is costly to create a company &/or product video, so, having made that investment, it is imperative to have it seen by as many transportation professionals as possible.

Through our new website, *ITS International* can now offer many excellent opportunities to help you reach this important industry audience on a worldwide basis.

We can even help create your own product and corporate videos. See below for more details.
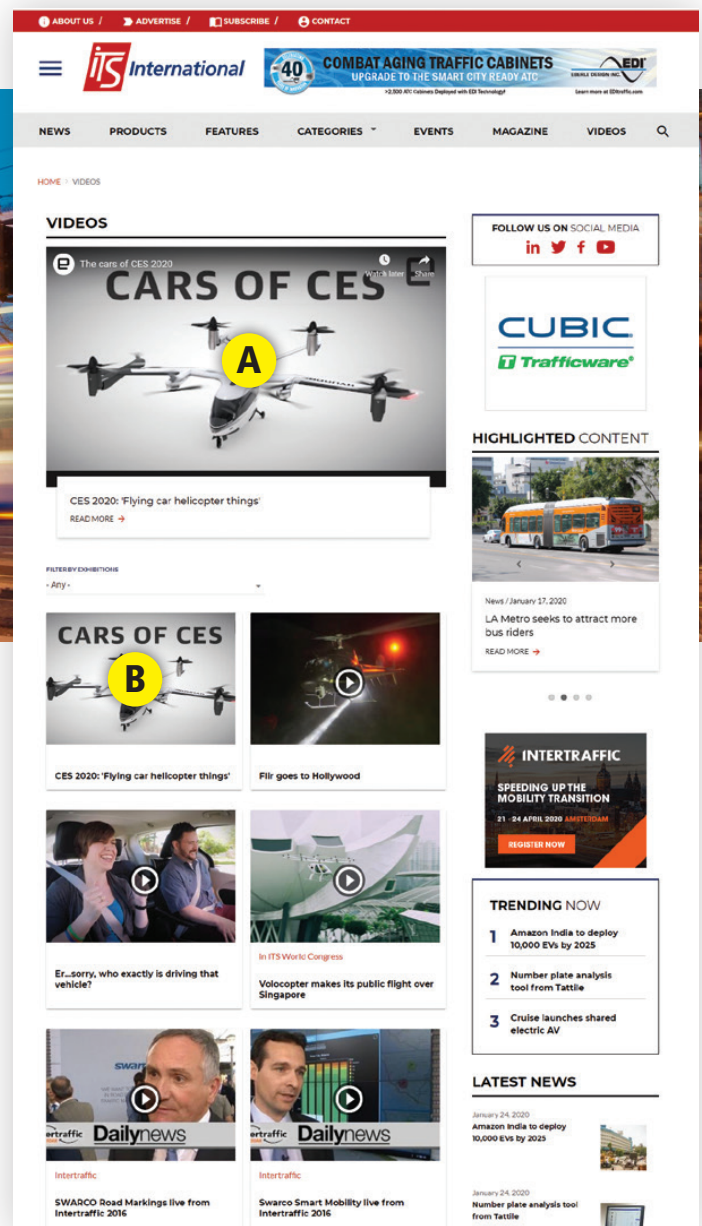
A Premium video position

Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

B Basic video

Your video will be hosted on the homepage and in the video lists.

Product walk around/site report video: POA
Hosted by one of our experts, the product walk around will be professionally filmed and edited by our production department. The video will be hosted in a prime slot on the home page.

To discuss specific requirements, please contact:

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ITS International eNewsletter circulation

16,449
National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator, road owner/operator and law enforcement agency.

8,798
Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies.

5,739
Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.

1,721
Research, education or training establishment.

566
Parking company or association, trade and professional organisation/association.
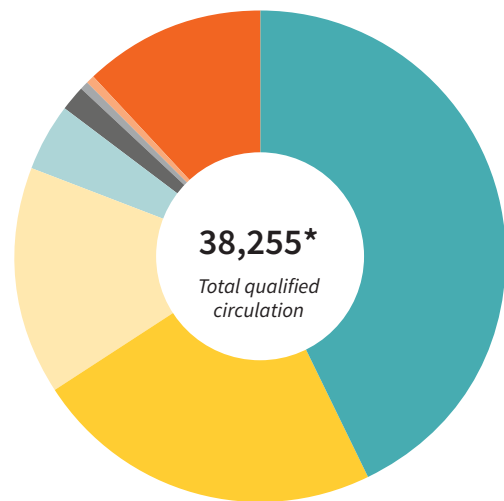
295
Transport company or other road user.

138
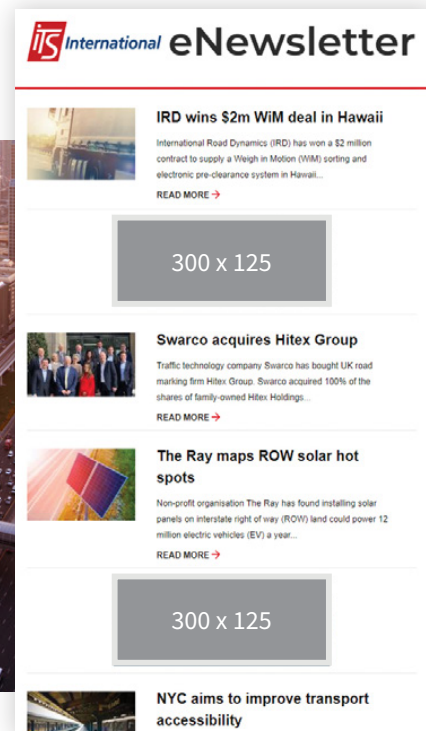Bank, finance company, development agency, legal or accounting firm.

4,549
Other related organisations not classified above.

38,255*
Total qualified circulation

eNewsletter dates

Plan your 2024 campaigns now
- January 18th
- February 1st, 15th & 29th
- March 14th & 28th
- April 11th
- May 9th & 23rd
- June 6th & 20th
- July 4th & 18th
- August 1st, 15th & 29th
- September 12th & 26th
- October 10th & 24th
- November 7th & 21st
- December 5th

ITS International eNewsletter

IRD wins $2m WiM deal in Hawaii
International Road Dynamics (IRD) has won a $2 million contract to supply a Weigh in Motion (WiM) sorting and electronic pre-clearance system in Hawaii...
READ MORE →

300 x 125

Swarco acquires Hitex Group
Traffic technology company Swarco has bought UK road marking firm Hitex Group. Swarco acquired 100% of the shares of family-owned Hitex Holdings...
READ MORE →

The Ray maps ROW solar hot spots
Non-profit organisation The Ray has found installing solar panels on interstate right of way (ROW) land could power 12 million electric vehicles (EV) a year...
READ MORE →

300 x 125

NYC aims to improve transport accessibility

Direct to over 38,000* industry professionals

Sent every two weeks to our database of over 38,000 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience.

Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official media, or who are members of a relevant professional industry association.

*Figures quoted using Publisher's own data.

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