This publication, brought to you by the American Bus Association, serves as the year-round resource for industry professionals to quickly and easily find the products and services that they use everyday to stay competitive. Its comprehensive listings and unparalleled ease-of-use make it a prime and trustworthy resource for all industry professionals.
When asked to indicate how buyers go about making a business-to-business purchase, 93% said they look for businesses online.  

Enquiro Survey

Multi-platform Enabled

6,500+ Weekly e-newsletter subscribers

WHY ADVERTISE WITH US

1. The Most Comprehensive Email Newsletter and Online Newsfeed
   The ABA email newsletter and online newsfeed are the most comprehensive combination of news available for the American Bus Association. Besides covering thousands of industry focused vendors, the ABA email newsletter and online newsfeed feature news and stories from top sources, magazines, and bloggers.

2. Limited Advertising - High Value
   We strictly limit the number of ad spots to ensure our advertisers receive maximum exposure. We’ve carefully designed and priced a variety of advertising options to ensure maximum ROI!

3. Constant Exposure to Highly Engaged Audience
   The newsfeed is promoted via a prominent link from the American Bus Association’s home page, available to members and the public via search engines such as Google, Yahoo, and Bing. When it comes to building awareness, nothing beats frequency!

4. Compelling Value
   - Industry’s premier online resource
   - Ultra relevant search results
   - Substantial promotion
   - Exclusive sponsorships reserved for subscribers
   - Special advertising bundles and incentives

For all booking and inquiries please contact us at inloop@associationrevenuepartners.com or call 855-790-0001
REACH OVER 6,500 ABA SUBSCRIBERS OF THE E-NEWSLETTER WEEKLY

The e-newsletter offers an unparalleled way to get directly into the inbox of qualified professionals.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost/Qtr</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>$3,500</td>
<td>leaderboard above the masthead, guaranteed first ad to be seen on the newsletter.</td>
</tr>
<tr>
<td></td>
<td>Qtr</td>
<td>Ad spec: JPG, GIF, PNG • 468 x 60 px</td>
</tr>
<tr>
<td>Top Banner</td>
<td>$3,000</td>
<td>Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.</td>
</tr>
<tr>
<td></td>
<td>Qtr</td>
<td>Ad spec: JPG, GIF, PNG • 468 x 60 px</td>
</tr>
<tr>
<td>Featured Content</td>
<td>$2,750</td>
<td>This rich advertorial allows for a product image or company logo, title and a message that will grab the user’s attention as it sits adjacent to editorial.</td>
</tr>
<tr>
<td></td>
<td>Qtr</td>
<td>Ad spec: JPG, GIF, PNG • 350 x 200 px</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 100 Characters for title plus 100 Characters for message</td>
</tr>
<tr>
<td>Box Banners</td>
<td>$2,500</td>
<td>These versatile ads can be used for branding or product promotion.</td>
</tr>
<tr>
<td></td>
<td>Qtr</td>
<td>Ad spec: JPG, GIF, PNG • 300 x 250 px</td>
</tr>
<tr>
<td>Full Banner</td>
<td>$2,000</td>
<td>Banners allow companies to combine imagery, color and text in an interesting and compelling manner.</td>
</tr>
<tr>
<td></td>
<td>Qtr</td>
<td>Ad spec: JPG, GIF, PNG • 468 x 60 px</td>
</tr>
</tbody>
</table>

*All ad placements within the ABA e-newsletter include a position within the ABA Newsfeed.

Space A, B, and E all get the rotator for A1/2 on the newsfeed.
Space C gets a C on the newsfeed.
Space D rotates in B on the newsfeed.
REACH OVER 6,500 ABA SUBSCRIBERS THAT VISIT THE NEWSFEED

**Leaderboard Banner**

A 1/2

Ad spec: JPG, GIF, PNG • 728 x 90 px

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**Top Banner**

B

Ad spec: JPG, GIF, PNG • 300 x 250 px

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**Featured Content**

C

Ad spec: JPG, GIF, PNG • 350 x 200 px

• 100 Characters for title

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