

[ADVERTISING GUIDE]

ROUTES & TRANSPORTS MAGAZINE

2016

Revision 1

[TRADE JOURNAL FOR THE TRANSPORTATION SECTOR]

READERSHIP

Business lines

- 26% Municipalities: public works and general management;
- 18% Building Contractors: road maintenance, excavation, snow removal;
- 15% Governments: federal and Provincial; public and para-governmental agencies;
- 12% Promotion: special mailings, trade fairs, etc.;
- 7% Public transit associations; research centers, consulting, libraries;
- 6% Manufacturers;
- 6% Consulting engineering and consultants;
- 5% Universities and colleges;
- 5% International;
- 1% Media.

Professions

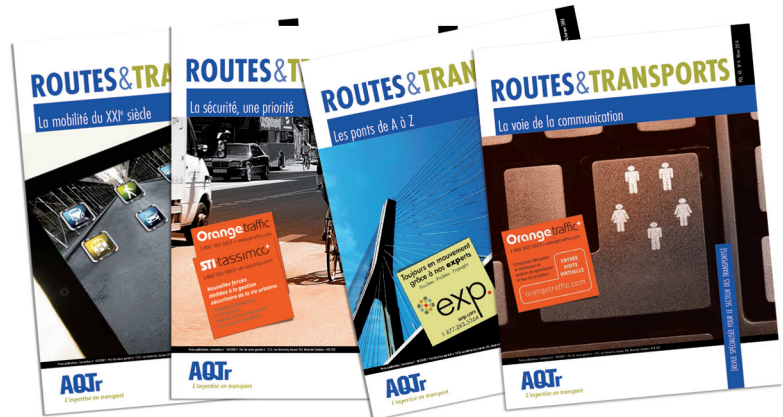
Policy makers, senior management, managers, professionals, engineers, technicians, urban planners, professors, students, etc.

Fields of interest

- :: Traffic;
- :: Transport infrastructure;
- :: Sustainable mobility;
- :: Alternative methods of financing and contracting;
- :: Road safety;
- :: Signalling;
- :: Intelligent transportation systems;
- :: Public transit;
- :: Freight transportation;
- :: Winter maintenance.

Impression

The *Routes & Transports* magazine is published 2 times a year in nearly 2,000 copies.



ROUTES & TRANSPORTS MAGAZINE

Published 2 times a year, the *Routes & Transports* magazine is intended for all of those who are interested in the various issues affecting the transportation sector. Our publication is a valuable advertising tool that will help you achieve your business development goals.

With nearly 2,000 printed copies, AQT's magazine is read by 6,500 people who are interested in transportation.

A recent survey of our members shows that the *Routes & Transports* magazine has an impressive readership of 93%.

THE ASSOCIATION QUÉBÉCOISE DES TRANSPORTS

THE EXPERTS IN TRANSPORTATION

Created in 1964, the Association québécoise des transports (AQT)'s mission is to mobilize the transport community in order to promote exchanges of knowledge and training in the field. Drawing upon the expertise of its members, AQT is Québec's ultimate forum in transportation.

1255 Robert-Bourassa Blvd, Suite 200, Montreal, Québec H3B 3B2, T. 514.523.6444, F. 514.523.2666

AQT
L'expertise en transport

Association québécoise
des transports

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THE ASSOCIATION QUÉBÉCOISE DES TRANSPORTS THE TRANSPORTATION EXPERTISE

In the *Routes & Transports* magazine, you will find:

- :: The Topics section: articles of various experts in their field;
- :: A Company Profile: This editorial advertising, featuring on center pages, allows a company to make itself known and to present its expertise and services;
- :: Timely topics for AQTr's Experts Committees;
- :: The PIARC-Québec newsletter;
- :: The international expertise section;
- :: News from our partners.

DOSSIERS DES DERNIÈRES REVUES ROUTES & TRANSPORTS

Health and mobility

VOL. 44, Numéro 1

Road sharing

VOL. 44, Numéro 2

Construction sites and fluidity

VOL. 44, Numéro 3

Upkeep in all shapes

VOL. 44, Numéro 4

2016 PUBLISHING CALENDAR

2016 THEMES	BOOKING	MATERIEL	RELEASE
VOL. 45 N°1 Transports' Major Challenges	February 12, 2016	February 24, 2016	March 2016
VOL. 45 N°2 Mobility as a Service	July 29, 2016	August 15, 2016	October 2016

Transports' Major Challenges

Optimisation and sharing of urban space, large projects, the climate change effects, the workforce and the next generation, Big Data, environmental impacts, financing, etc.

Mobility as a Service

Mobility as a Service is a new concept that encompasses all types of transport services offered in a defined urban context. It's a way of proposing comprehensive mobility services to users and reducing vehicle usage.

AD FORMATS


1 PAGE



Bleed:
8 1/2 in x 11 in

Trimmed:
8 1/4 in x 10 3/4 in


2/3 OF A PAGE



Horizontal:
7 1/4 in x 7 in

Vertical:
4 1/2 in x 9 3/4 in


1/2 A PAGE



Horizontal:
7 1/4 in x 4 3/4 in

Vertical:
3 5/8 in x 9 3/4 in


1/3 OF A PAGE



Horizontal:
7 1/4 in x 3 5/8 in

Vertical:
2 1/4 in x 9 3/4 in

1/4 OF A PAGE



Horizontal:
7 1/4 in x 2 1/2 in

Vertical:
3 1/2 in x 4 3/4 in

ADVERTISING RATES*

FORMATS	1 RELEASE	2 RELEASES
Customized Post-it	\$3,500	–
Advertising editorial	\$2,875	–
Cover 4	\$1,998	\$1,857
Cover 3	\$1,794	\$1,669
Cover 2	\$1,794	\$1,772
1 page	\$1,636	\$1,521
2/3 of a page	\$1,201	\$1,117
1/2 a page	\$919	\$854
1/3 of a page	\$631	\$587
1/4 of a page	\$457	\$426

* The magazine is exclusively published in colour (four colour printing). Black and white advertisements are accepted, but no discount is applied. Applicable taxes apply.

Rates are subject to change without notice.

SPECIFICATIONS

- Trimmed size of the magazine: 8 1/4 in x 10 3/4 in
- File formats: InDesign, Illustrator, Photoshop
- Advertisements saved in EPS, TIFF or any other formats with a resolution equal to or higher than 300 DPI

TRANSMISSION

Please send to ventes@AQTr.com

A FTP website is available on request.

Please make sure to provide a complete file of the graphic design as well as a PDF of your advertisement.

ADDITIONAL CHARGES

Guaranteed position: plus 25%

Assembly and graphic design services: rates on request

SUBSCRIPTION

2 Routes & Transports issues / 30 \$
(+ shipping, Canada), 60 \$ (+ shipping, international)

ADVERTISING

514-523-6444, ext. 311

Fax: 514-523-2666

ventes@AQTr.com

EDITOR

AQTr's president and general manager

[RESERVATION FORM]

[ADVERTISING GUIDE]

Name of the organization	
Authorized person	
Phone	Fax
E-mail address	
Address	
City	Province
Country	Postal code

Vol.	Issue	Release	Deadline	Space	Amount

<input type="checkbox"/> Guaranteed position	Subtotal	
<input type="checkbox"/> Assembly and graphic design services	Extras	
	Commission recognized agencies: 15%	
	GST (5%)	
	QST (9.975%)	
	Total	

Additional information	Deposit	
	Balance	

Payment with VISA Payment with MASTERCARD

Card number

Name of card holder

Expiration date

Signature

The advertiser authorizes AQTr to charge this credit card for the amount of each of the advertisements included in this contract, 5 days before the printing of the magazine.

TERMS OF THE AGREEMENT

The agreement concerning advertising insertions must be accepted and signed by the advertiser and AQTr's person in charge. Any condition that is not specified on this reservation form is not valid.

The advertiser can postpone an ad to a later release if his/her request is submitted more than 10 days before the deadline.

If the request is received after this date or if the ad is cancelled, a 50% fee of the advertising rate will be charged.

The editor reserves the right to decline any advertisement whose quality of design and/or editorial content does not comply with the publication criteria or goals.

The advertiser and/or the agency are responsible for the advertisement content, and release the editor and his/her representatives from any liability in case of any potential legal actions.

The advertiser commits to pay any surcharge resulting from a photocomposition, text editing, colour inverting or colour separation (for logos) work order.

In the event of an error in the reproduction of the advertisement, the editor's responsibility is limited to the reimbursement of the advertisement cost.

With an annual contract, if a new ad (or a modification to an ad) has not been sent to the editor before the deadline, the ad copy from the previous issue will be used.

Terms of payment: Payable to the Association québécoise des transports within 30 days following the date of invoice. Late payment fees of 2% per month (24% per year) could apply.

I, undersigned, authorize the editor to insert one or several ads according to the data and conditions described above and in accordance to the advertising rate in effect.

Signature of the advertiser

Signature of AQTr's person in charge

Date