

routes et transports

Advertising Guide 2018-2019

Published twice a year, the magazine *routes et transports* is designed for those who are interested in the different fields related to the transport industry.

Our publications are a great advertising platform that will help you reach your business development objectives.

With nearly 3,000 print copies, the AQTr's magazine is read by 6,500 people who are all interested in the world of transportation.

A recent survey with our members revealed that the *routes et transports* magazine has an excellent readership rate of 93%.

AQTr

L'expertise en transport

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Founded in 1964, the Association québécoise des transports (AQTr) is an association dedicated to transport and road safety in Quebec. Their mission is to mobilize the transport community to promote the exchange of ideas and training in the sector. Strengthened by the expertise of their members, the AQTr is the ultimate forum for transport-related affairs in Quebec.

2018-2019 Publication Calendar

	TOPICS	RESERVATION	MATERIAL	PUBLICATION
Vol. 47 N.1	Innovation all around	February 5, 2018	February 16, 2018	April 2018
Vol. 47 N.2	Governance, mobility, technologies	August 3, 2018	August 24, 2018	October 2018
Vol. 48 N.1	Infrastructures, facilities, technologies	February 4, 2019	February 15, 2019	April 2019
Vol. 48 N.2	Governance, mobility, technologies	August 2, 2019	August 23, 2019	October 2019

*New

In order to publish articles on all of the topics from our expert panels yearly, the magazine will now be divided into specific **SECTIONS** for each edition. The fall edition will be on **GOVERNANCE** and **MOBILITY**, and the spring edition will be on **INFRASTRUCTURES** and **FACILITIES**. In addition, **TECHNOLOGIES** that are an integral part of the transport sector will have a dedicated section in each edition. This new approach will be implemented as of the October 2018 edition.

Proposed topics for each section

2018 SPRING EDITION

Innovation all around

- Sustainable mobility
- Traffic management
- Road safety
- Road signs
- New energy sources
- Winter maintenance
- Road infrastructures
- Rail infrastructures
- Economic development
- Large projects
- Municipal concerns
- Smart mobility and ITS
- Public transit
- Transport logistics
- Technologies
- Etc.

FALL EDITION 2018-2019

Governance

- Transport planning
- Public transit governance
- Public consultation
- Political/strategic vision
- Economic development
- Financing methods
- Public/private partnerships
- Transport fees
- New trends
- Etc.

Mobility

- Public transit
- Transport of goods
- New mobility
- Alternative/active transport
- Universal accessibility
- Multimodality/intermodality
- Mobility management
- Sustainable mobility
- New energy sources
- Winter maintenance and mobility
- Traffic management
- Roadwork management/impact
- New trends
- Etc.

SPRING EDITION 2019

Infrastructures

- Road, rail, marine and aviation infrastructures
- Works of art
- Design, construction, maintenance and renovation
- Asset management
- Materials
- Infrastructure management and policies
- Industrial roadways
- Impact of climate changes
- Large transport infrastructure projects
- Project management
- Crisis management
- New trends
- Etc.

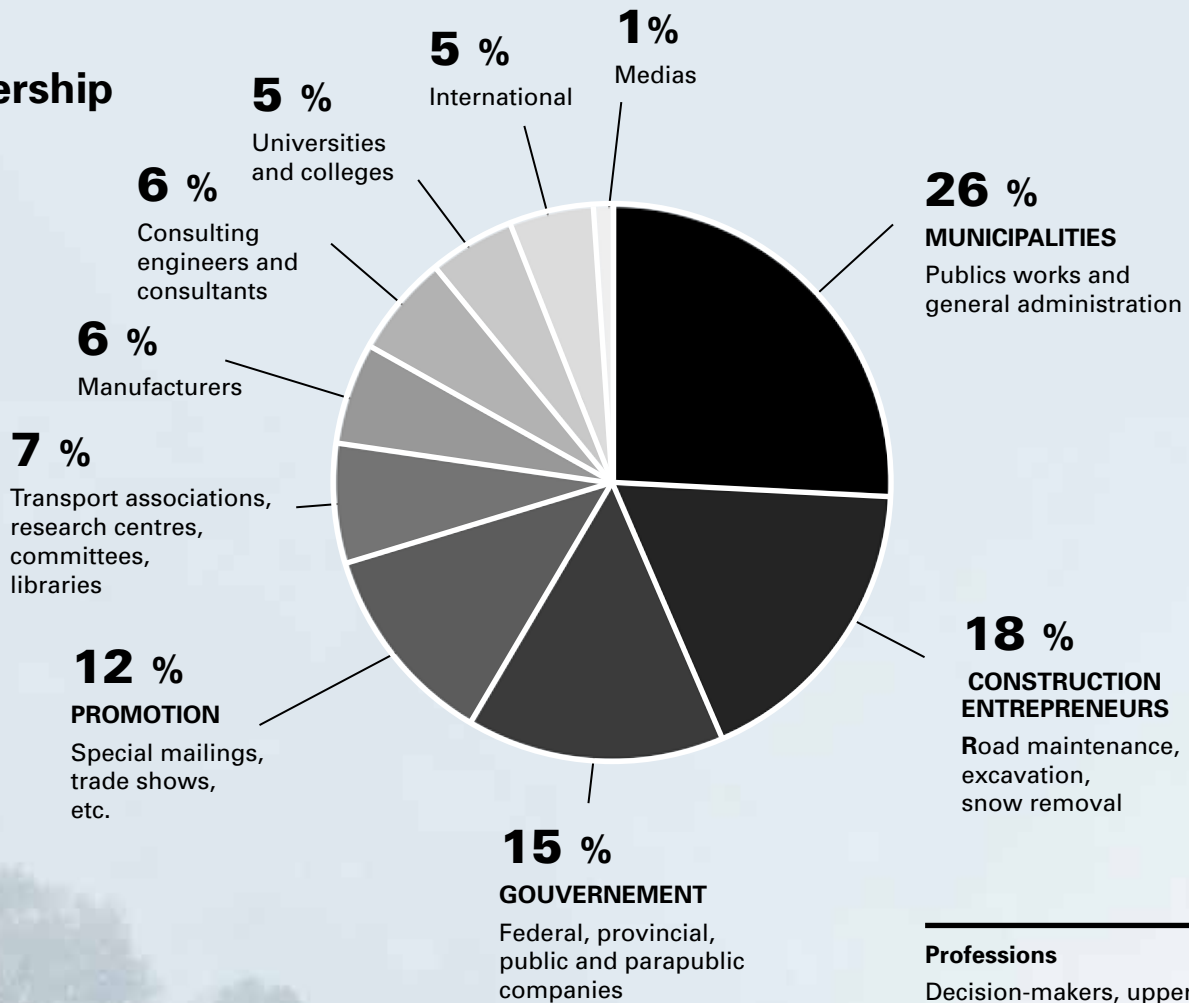
Facilities

- Facility policies
- Road signs
- Road safety
- Sharing the road
- Accessibility and flow
- Traffic reduction
- Social acceptability
- Bike lanes
- Vulnerable users
- New trends
- Etc.

Technologies

- Any type of innovation
- Information distribution
- Intelligent transport systems
- Smart cities
- Big data
- Cybersecurity
- Vehicles of the future
- Etc.

Readership



Professions

Decision-makers, upper management, professionals, engineers, technicians, city planners, professors, students, etc.

Areas of interest

- Transport infrastructure
- Sustainable mobility
- Managing large projects
- Transport safety
- Road signs
- Smart mobility - ITS
- Public transit
- Transport of goods
- Rail transport
- Winter maintenance

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Ad formats

<p>1 page</p>  <p>Full bleed 8,5" x 11"</p>	<p>1/2 page</p>  <p>Horizontale 7,5" x 4,85"</p>	<p>1/3 page</p>  <p>Horizontale 7,5" x 3,15"</p>
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Technical Specifications

- Final format of the *routes et transports* magazine : 8.5" x 11"
- Digital file : InDesign, Illustrator, Photoshop.
- Ad saved in jpg, pdf, eps, tiff or another format with the same resolution or a resolution higher than 300 dpi.
- Full Bleed : 0.2"

Submission

Send to ventes@AQTr.com
 An FTP site is available upon request.
 Please make sure that you provide the complete graphic design file as well as a PDF of the ad.

Advertising rates*

FORMAT	1 PUBLICATION	2 PUBLICATIONS
Advertorial	2 875 \$	2 675 \$
Cover 4	1 998 \$	1 857 \$
Cover 3	1 794 \$	1 669 \$
Cover 2	1 794 \$	1 669 \$
1 page	1 636 \$	1 521 \$
1/2 page	1 201 \$	1 117 \$
1/3 page	919 \$	854 \$

*The magazine is exclusively in colour (CMYK colour model). Black and white ads are accepted, but no discount will be given. Tax is not included in the amounts listed.

Prices are subject to change without prior notice.

Additional fees

Guaranteed position: Additional 25%.
 Graphic design and editing service: price available upon request.

Subscription

2 editions of *routes et transports*
 Contact the AQTr at 514 523-6444, ext. 310

Advertising

514 523-6444, ext 313
 Télécopieur : 514 523-2666
ventes@aqtr.qc.ca

Editor

AQTr CEO

Company name

Authorized person

Telephone

Fax

Email

Address

City

Province

Country

Postal Code

Vol.	No.	Publication	Closing date	Space	Amount

Specific position

Graphic design

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Additional information :

Subtotal

Extras

Commission for recognized agencies: 15%

GST (5 %)

QST (9.975 %)

Total

Deposit

Amount due

VISA payment MASTERCARD payment

*The AQTr will contact you directly for your credit card number.

Cardholder's name

Expiry date

Signature

The advertising agreement must be accepted and signed by the advertiser or adviser. Any conditions that are not specified on the reservation form will not be valid.

The advertiser may choose to delay publication until the following issue is released as long as the request is made more than 10 days prior to the closing date.

If any requests are received after that date, or in the event of a cancellation, 50% of the advertising fees will be due.

The editor reserves the right to refuse any ads which have editorial content or technical quality that does not meet publication criteria and objectives.

The advertiser and/or agency are responsible for the ad content and release the editor and her representatives from any potential future liability.

The advertiser agrees to pay any additional fees incurred by requesting photocomposition, text correction, reversal or colour separation.

The liability of the editor in the event of an ad reproduction error is limited to the cost of the ad itself.

For any annual contracts, if a new ad (or a change to an existing ad) is not sent to the editor by the closing date, the ad from the previous edition will be reused.

Payment methods: Payable to the Association québécoise des transports within 30 days of the invoice date. Late fees of 2% per month (24% per year) may be applied.

I, the undersigned, hereby authorize the editor to insert one (of the) ad(s) according to the information and conditions described herein, in accordance with the advertising rate in effect.

Advertiser's signature

AQTr's authorized representative's signature

Date

**FOLLOW-US, COMMENT
AND SHARE!**



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