

IBTTA DIGITAL MARKETING PACKAGES

202 Rates

1. One month Run of Site, Connection Newsletter and Blog.....\$5,200
Four blogs and one Connection and homepage ad
2. One Month Connection and Blog.....\$2,500
Four blogs and one Connection
3. Two weeks Run of Site.....\$3,000

	PLACEMENT	SIZE	MAX FILE SIZE
1	Homepage	Large Rectangle	336x280px
2	Events	Leaderboard	728x90px
3	TollMiner™	Leaderboard	728x90px
4	Membership	Billboard	970x250px
5	Membership	Leaderboard	728x90px
6	News & Media	Leaderboard	728x90px
7	Blog	Custom	600x100px
8	IBTTA Connection	Custom	600x100px
9	Video Ads		



1

(Full Width Pages with different column widths)



3

(Full width pages with single column)



4

(Full Width Pages with different column widths)



5

(Full Width Pages with different column widths)



6

(Pages with a multiple column – all the same width)



7

Provides advertisers the opportunity to have their ads embedded in the emails that go out to the people who subscribe to IBTTA's weekly Tolling Points Blog.



8

Provides advertisers the exclusivity of running the only ads in IBTTA's monthly member newsletter. Two placements are included.

Provides advertisers the exclusivity of running the only ads on IBTTA's site for a set period of time. Up to five placements.