

# MEDIA KIT 2026-2027



A Community of Transportation Professionals



ITE is a global community of 18,000+ transportation professionals dedicated to improving mobility, safety, and livable communities. Founded in 1930, ITE connects engineers, planners, consultants, educators, and researchers in 78+ countries. Through industry-leading training, technical standards, research, and professional networking, ITE delivers the expertise, insights, and tools that shape smarter transportation systems worldwide.

# ITE by the Numbers

## A DEEPER DIVE

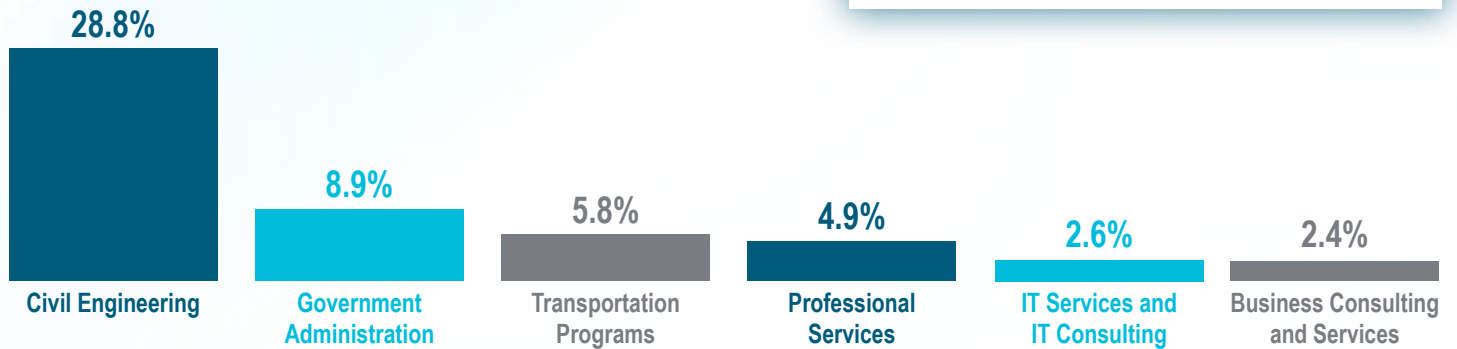
Social Reach  
**28K**



followers across all platforms

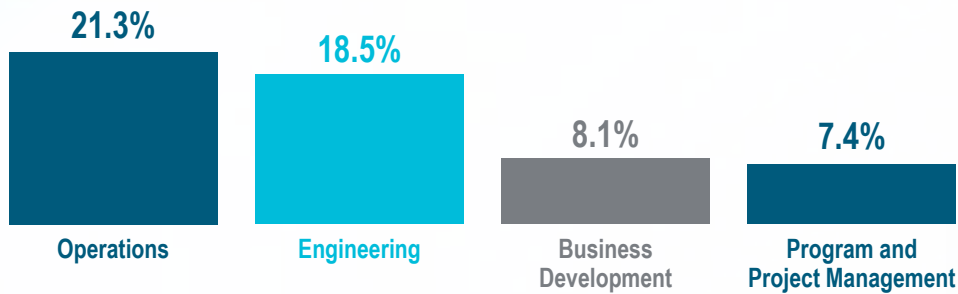
### By Industry

Other 46.6%



### By Department

Other 44.7%



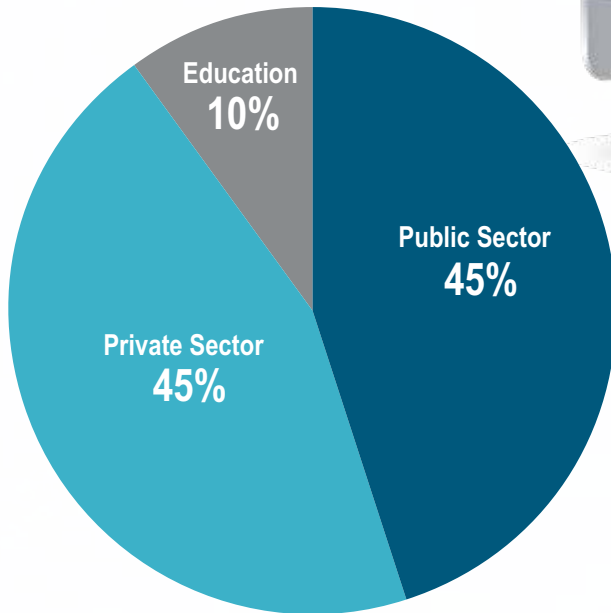
### By Role

Other 13.9%

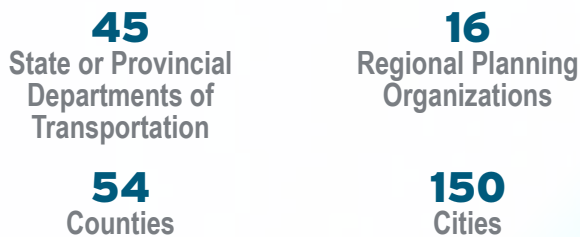




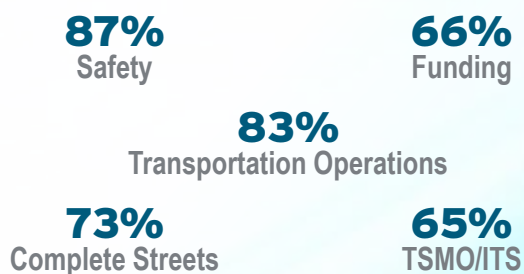
## Industry Overview



## Public Agencies Represented



## What Type of Projects Members Work on



### ITE JOURNAL

<b>45%</b>	Spend 16-30 Minutes Reading the Publication
<b>Nearly 40%</b>	Read the Digital Publication
<b>33%</b>	Read the Print Version

### WEBSITE

<b>77,494</b>	Average Monthly Page Views (total hits per month)
<b>2,033</b>	Average Monthly Visitors
<b>1:26</b>	Average Time Spent On Site
<b>23,257</b>	Average Monthly Unique
<b>79%</b>	<b>High Level of Satisfaction</b> (increase over previous results of 65%)

### E-NEWSLETTER

<b>18,580</b>	Average Recipients
<b>28%</b>	Unique Open Rate
<b>5.6%</b>	Unique Click Rate
<b>16.67%</b>	Average Click Rate on Ads
<b>71%</b>	<b>High Level of Satisfaction</b> (increase over previous results of 63% in 2019)

### SPONSORED EMAILS

<b>17,200+</b>	Average Recipients
<b>34%</b>	Unique Open Rate
<b>3.9%</b>	Unique Click Rate

# About ITE Journal

## Circulation: Nearly 18,000 transportation professionals

Published since 1930, ITE Journal is an award-winning monthly publication from the ITE. Considered one of the leading periodicals in the transportation industry, ITE Journal covers areas of critical importance to transportation professionals and keeps those in the industry abreast of current trends and hot topics.

Available in both print and digital format, articles highlight issues related to transportation operations and safety, traffic engineering, transportation planning, intelligent transportation systems, the impact of emerging technologies on transportation, building livable and healthy communities, complete streets, autonomous/connected vehicles, transportation demand management, parking, and more.

The readership of ITE Journal is a diversified base of city, state, and local transportation professionals encompassing a wide range of fields and practice areas. An editorial calendar will be provided upon request.

As a bonus, your ad will be visible in the digital version of ITE Journal on the ITE website with a clickable link. The most current issue is viewable by members only, but archived issues are visible to all visitors.



## Rates and Specifications

Ad Size Specs	Rates			
	1x	3x	6x	12x
<b>Full Page</b>				
Trim: 8.25" x 10.875" Bleed: 8.5" x 11.125"	\$3,000	\$2,750	\$2,500	\$2,300
<b>2/3 Page</b>				
Vertical: 4.75" x 9.625"	\$2,950	\$2,700	\$2,450	\$2,250
<b>1/2 Page</b>				
Horizontal: 7.25" x 4.75" Vertical: 3.5" x 9.625"	\$2,500	\$2,250	\$2,000	\$1,800
<b>1/3 Page</b>				
Vertical: 2.25" x 9.625" Square: 4.75" x 4.75"	\$2,200	\$1,950	\$1,700	\$1,500
<b>1/4 Page</b>				
Vertical: 3.5" x 4.75"	\$2,000	\$1,750	\$1,500	\$1,300
<b>Double Page Spread</b>				
Trim: 16.5" x 10.875" Bleed: 16.75" x 11.125"	\$5,500	\$5,250	\$5,000	\$4,800
			<b>Rates</b>	
<b>Premium Placement</b>		<b>Specs</b>	<b>6x</b>	<b>12x</b>
Inside Front Cover	with bleed	8.5" x 11.125"	\$3,000	\$2,600
Opposite Inside Front Cover		\$2,900	\$2,500	
Inside Back Cover		\$2,800	\$2,400	
Outside Back Cover		\$3,200	\$2,800	



# ITE Digital Opportunities

ITE has a myriad of affordable digital promotional opportunities that enable you to connect with more than 17,000 transportation professionals.

Rates list per month. File submissions JPEG or PNG format.

## ITE.org

Placement	Rate	Specs
Home Page Leaderboard	\$800	728 x 90 px + URL

## ITE Journal Online Digital Edition

Print advertisers get bonus distribution in the digital edition but there are several opportunities exclusive to this platform. The current edition is visible to members only. Archived issues are visible to all.

Placement	Rate	Specs
Right Skyscraper	\$1,000	120 x 600 px + URL
Left Skyscraper		
Top Banner	\$800	468 x 60 px + URL
Bottom Banner	\$600	

## Digital Edition E-Newsletter

Sent twice per month to ITE members with direct links to featured articles in the *ITE Journal* and links to the advertiser web pages.

Placement	Rate	Specs
Banner (2 available)	\$1,000	640 x 80 px + URL

## ITE Spotlite - sent bi-monthly

Placement	Rate	Specs
Premium Banner	\$1,000	600 x 150 px + URL
Preferred Banner	\$800	
Bottom Banner	\$500	
<b>ITE SPOTLITE — SPECIAL CONFERENCE EDITIONS* (4 DAYS)</b>		
Premium Banner	\$1,300	600 x 150 px + URL
Preferred Banner	\$1,100	
Bottom Banner	\$800	

\* Exhibitors and sponsors receive a 10% discount.

## Sponsored E-Blast

Exclusive promotional email sent to ITE members on a subject matter desired by the advertiser. Content must be approved by ITE leadership. Sponsored e-Blasts are sent once per advertiser. Organizations receive send and click-through metrics as well as a list of individuals who clicked on email that includes contact information. (Terms and conditions apply)

Rate	Specs
\$4,000	Fully designed, ready-to-send email in an HTML and text file with a JPEG and PNG version

# Additional Branding Opportunities

## ***Executive Conversations — Navigating the Future of Transportation*** **\$4,000**

*Executive Conversations* is an exclusive online interview series hosted by ITE – A Community of Transportation Professionals, featuring in-depth discussions with senior-level officials and top executives from across the transportation industry. In each session, organizational representatives engage directly with Steve Kuciamba, Executive Director and CEO of ITE, responding to thoughtfully developed, ITE-drafted questions designed to spark candid dialogue on the most pressing challenges and emerging trends shaping the future of mobility.

The purpose of these interviews is twofold: to provide a forum for senior leaders to share strategic insights on industry-wide issues such as innovation, safety, sustainability, technology integration, workforce development, and infrastructure resilience, and to offer participating organizations a platform to highlight their company's innovations, solutions, and perspectives on upcoming trends. Each conversation enables organizational representatives to discuss how their vision and advancements are addressing today's needs while anticipating what's next for the transportation profession.

Through these forward-looking conversations, *Executive Conversations* showcases the ideas and innovations driving progress—helping ITE members and the broader transportation community stay informed, inspired, and prepared for the future of mobility.

## **Paid Social Media Content** **\$2,000**

Reach more than 23,000 engaged followers on ITE's official LinkedIn company page — a highly targeted audience of transportation professionals, decision-makers, and public-sector leaders.

Organizations now have the opportunity to post paid promotional content through ITE's LinkedIn channel. This is a great way to spotlight your latest initiatives and connect with key influencers in the industry.

Use this opportunity to:

- Share a new case study or success story
- Announce that you're hiring top talent
- Promote your exhibit or event participation
- Introduce a new product or service to the market

Each paid placement includes:

- Two posts per month
- Your provided written description, link, hashtags, and image
- Placement directly on ITE's LinkedIn company page

Gain valuable visibility, credibility, and reach within the professional transportation community.