



# TRANSPORTATION TODAY WI

YOUR WISCONSIN TRANSPORTATION CONNECTION



HIGHWAY



RAILROAD



AVIATION



MARITIME



PERSONAL/RECREATIONAL



PUBLIC TRANSIT

## Directly Reach your Target Audience!

- ➔ Fill your transportation programs, engineering, apprenticeship opportunities and specialized training programs.
- ➔ Educate and create work-ready future employees. Reach Wisconsin's young adults.
- ➔ Bring educators and their classrooms to your special events, summer programs, field trip opportunities, resources and more!



## Transportation Today WI™ connects you!

Benefit from our 15 years of experience serving the Wisconsin educational community with Teaching Today WI™.



Transportation Today WI™ is a member of TDA Wisconsin

P O BOX 1704 • EAU CLAIRE, WI 54702 • PH/FX 715 839 7074 • CELL 715 456 5886

EM CONTACT@TRANSPORTATIONTODAYWI.COM

## DISTRIBUTION

### NORTHEAST REGION

Antigo School District  
 Appleton School District  
 Ashwaubenon School District  
 Clintonville School District  
 DC Everest School District  
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 Green Bay School District  
 Howard-Suamico District  
 Kaukauna Area School District  
 Kimberly Area School District  
 Manitowoc School District  
 Marinette School District  
 Menasha School District  
 Merrill School District  
 Neenah School District  
 Northland School District  
 Oshkosh School District  
 Pulaski School District  
 Rhinelander School District  
 Sheboygan School District  
 Spencer School District  
 Stevens Point Area School District  
 Waupun School District  
 Wausau School District  
 West De Pere School District

### NORTHWEST REGION

Abbotsford School District  
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 Amery School District  
 Augusta School District  
 Baldwin-Woodville School District  
 Barron. Area School District  
 Birchwood School District  
 Black River Falls School District  
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 Boyceville School District  
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 Chetek School District  
 Chippewa Falls Area School District  
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 Elk Mound School District  
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 Elmwood School District  
 Fall Creek School District  
 Flambeau School District  
 Frederic School District  
 Gilman School District  
 Glenwood City School District  
 Granton Area School District  
 Grantsburg School District  
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 Hudson School District  
 Jim Falls School District  
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 Lake Holcombe School District  
 Loyal School District  
 Luck School District  
 Medford Area School District  
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 New Richmond School District  
 Osceola School District  
 Owen-Withee School District  
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 Prairie Farm School District  
 Prescott School District  
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 River Falls School District  
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 St. Croix Falls School District  
 Shell Lake School District  
 Siren School District  
 Somerset School District  
 Spooner School District  
 Spring Valley School District  
 Stanley-Boyd Area School district  
 Superior School District  
 Thorp School District  
 Turtle Lake School District  
 Unity School District  
 Webster School District  
 Weyerhaeuser School District

### SOUTHEAST REGION

Archdiocese of Milwaukee School System  
 Arrowhead Union High School District  
 Appleton School District  
 Beaver Dam School District  
 Brown Deer School District  
 Burlington School District  
 Cedarburg School District  
 Cudahy School District  
 Delavan-Darien School District  
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 Elmbrook School District  
 Franklin School District  
 Fort Atkinson School District  
 Fox Point-Bayside School District  
 Germantown School District  
 Glendale-River Hills School District  
 Grafton School District  
 Green Bay Area Catholic Education System  
 Green Bay School District  
 Greendale School District  
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 Hamilton School District  
 Hartland-Lakeside School District  
 Jefferson School District  
 Kenosha School District  
 Kettle Moraine School District  
 Lake Country School District  
 Lake Mills School District  
 Maple Dale-Indian Hill School District  
 Menomonee Falls School District  
 Mequon-Thiensville School District  
 Merton Community School District  
 Milwaukee School District  
 Mukwonago School District  
 Muskego-Norway School District  
 New Berlin School District  
 Nicolet High School  
 Norris School District  
 North Lake School District  
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 Oak Creek-Franklin School District  
 Oconomowoc School District  
 Oshkosh School District  
 Pewaukee School District  
 Portage School District  
 Port Washington-Saukville School District  
 The Prairie School

Racine School District  
 Richmond School District  
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 School District of South Milwaukee  
 St. Francis School District  
 Stone Bank School  
 Swallow School  
 Watertown School District  
 Waukesha School District  
 Wauwatosa School District  
 West Allis of Milwaukee School District  
 Whitefish Bay School District  
 Whitnall School District

### SOUTHWEST REGION

Argyle School District  
 Adams-Friendship School District  
 Baraboo School District  
 Barneveld School District  
 Belmont School District  
 Benton School District  
 Beloit School District  
 Belot Turner School District  
 Black Hawk School District  
 Boscobel School District  
 Cassville School District  
 Clinton School District  
 Cuba City School District  
 Darlington School District  
 DeForest School District  
 Dodgeville School District  
 Eleva-Strum School District  
 Fennimore School District  
 Gilmantown School District  
 Highland School District  
 Holmen School District  
 Iowa-Grant School District  
 Ithaca School District  
 Janesville School District  
 Kickapoo School District  
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 Lancaster School District  
 Marshfield School District  
 Madison Metropolitan School District  
 Middleton-Cross Plains School District  
 Milton School District  
 Mineral Point School District  
 Monona Grove School District  
 Monroe School District  
 Monticello School District  
 North Crawford School District  
 Onalaska School District  
 Oregon School District  
 Osseo-Fairchild School District  
 Pecos School District  
 Platteville School District  
 Potosi School District  
 Prairie Du Chien School District  
 Richland School District  
 Riverdale School District  
 River Ridge School District  
 River Valley School District  
 Seneca School District  
 Shullsburg School District  
 Southwestern School District  
 Sparta Area School District  
 Verona School District  
 Viroqua School District  
 Wauzeka School District  
 Weston School District  
 Wisconsin Dells School District  
 Wisconsin Heights School District  
 Wisconsin Rapids School District

## PRINT, WEB, SOCIAL MEDIA & VIDEO PRICING

All participation is available on a per issue or multi-issue basis

Published September, November, February and April

### SINGLE-ISSUE PARTICIPATION

Size	Measurements	Price
Center spread	20.5" x 11"	\$2,400.00
Back cover	9.75" x 11"	\$2,100.00
Inside front/back cover	9.75" x 11"	\$1,900.00
Full page	9.75" x 11"	\$1,650.00
1/2 page	9.75" x 5.25"	\$1,295.00
1/4 page	4.812" x 5.25"	\$825.00
1/8 page	4.812" x 2.5"	\$500.00

All sizes are listed width x height.

Participate w/4 issues and receive a **20% discount**

### EDITORIAL SPONSORSHIP SPACE

Size	Editorial Space	Price
Full Page	9.75" x 11"	\$700.00
1/2 Page	9.75" x 5.25"	\$450.00

You may also use up to 1/4th of the editorial space for an ad.

All sizes are listed width x height.

### WEBSITE ADVERTISING

Description	Size (in pixels)	Price
Web Banner Ad	468px x 60px	\$135.00/mo.
Special Announcement Listing		\$65.00 per listing, 25-word listing includes a link to your site.



Use a Special Announcement to highlight your:

**Upcoming Events**

**News**

**Employment Opportunities**

All sizes are listed width x height.



### SOCIAL MEDIA: FACEBOOK & TWITTER

Enhance your presence with posts to *Transportation Today WI's* Facebook and Twitter pages.

**Cost:** \$65.00 per posting.

Each posting will be active for 30 days.



### VIDEO WEB SPOTLIGHT

Monthly video: running time of 3-7 minutes — \$125.00 per month.

*Are you in need of a video, voice only, power point/voice recording? We have professionals on board to create one for you at a highly affordable cost. Ask us for a quote!*

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## DESIGN & MARKETING SERVICES

Our team of professional designers, programmers, photographers, marketers and writers bring more than 20 years' experience in print and electronic media to help you create or to update your message. We offer you innovative design and great service, with an emphasis on completing your projects within budgeted time and dollar ranges.

Our list of services include:

### DESIGN

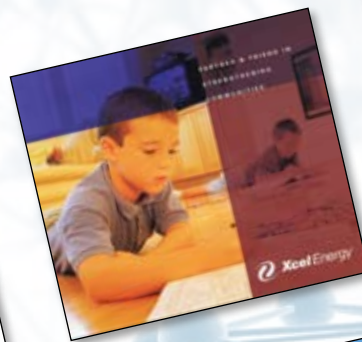
- ▶ Logo and Corporate/Educational Identities
- ▶ Trade Show/School Displays
- ▶ Brochures
- ▶ Annual Reports
- ▶ Catalogues
- ▶ Newsletters
- ▶ Print Ads
- ▶ Direct Mail

### ELECTRONIC

- ▶ Website Development and Hosting
- ▶ Video (Pre- and Post-Production, Flash, Powerpoint, Animation)
- ▶ Interactive CDs and DVDs
- ▶ Stock, Commercial & Professional Photography
- ▶ Radio
- ▶ Television
- ▶ E-blasts

### SPECIAL SERVICES

- ▶ Event Creation, Planning, Organizing and Implementing



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