



Reach your market with *ITE Journal*

Total Circulation

As of October 24, 2005
(Figures updated yearly)

Association Members:	16,972
Non-Members:	1,185
Total Circulation:	18,157

Circulation by Standard Rate & Data Territory:

<u>Territory</u>	<u>Subscribers</u>
U.S.	
New England	773
Middle Atlantic	1,784
East North Central	1,815
West North Central	911
South Atlantic	3,412
East South Central	857
West South Central	1,103
Mountain States	1,663
Pacific States	3,110
Total U.S.	15,428
Canada	1,425
Non-U.S. and Canada (includes 92 countries)	1,304
Total Circulation	18,157

**Analysis of Association Members
by Employment Sector and
Employer Type**

As of May 12, 2004
(Figures updated yearly)

	<u>Number</u>	<u>Percentage</u>
Public Sector		
Federal Government	176	1.04%
State/Prov. Government	1,254	7.39%
County Government	796	4.69%
Local Government	2,348	13.83%
Parking Agency	2	.01%
Port Authority	46	.27%
Toll Road	26	.15%
Public Transit	117	.69%
Regional Planning Agency	222	1.31%
Military	5	.03%
<i>Total Public Sector</i>	<i>4,992</i>	<i>29.41%</i>
Private Sector		
Manufacturer/Supplier	172	1.01%
Contractor/Construction Co.	35	.21%
Developer	12	.07%
Consulting Firm	6,463	38.08%
Railroad	7	.04%
Airline	6	.04%
<i>Total Private Sector</i>	<i>6,695</i>	<i>39.45%</i>
Non-Profit		
Educational Institution	617	3.64%
Association	84	.49%
<i>Total Non-Profit</i>	<i>701</i>	<i>4.13%</i>
Other		
Student	3214	18.94%
Retired	529	3.12%
Other	841	4.95%
<i>Total Other</i>	<i>4,584</i>	<i>27.01%</i>
Total Membership	16,972	100.00%



Your competitors advertise—so should you

3M Traffic Control Materials Div.
Adler Consulting
Advantec Consulting Engineers
Akcelik & Associates Pty. Ltd.
Albert A. Webb Associates
Albert Grover & Associates
Alliance Transportation Group Inc.
ALTA Planning Design & Economics
American Bright Optoelectronics
American Traffic Information
Arcadis Geraghty & Miller
ARRB Transport Research Ltd.
Astucia Inc.
ATD Northwest Traffic Division
BAI Instruments Inc.
BAND-IT-IDEX Inc.
Basilio-Avadhani Associates
Berger Lehman Associates
Bernardin Lochmueller & Associates
BMI Engineers
Boyle Engineering Corp.
Bucher Willis & Ratliff Corp.
Buckhurst Fish & Jacquemart
Burgess & Niple Ltd.
Burns & McDonnell
C.S. Engineered Castings, Inc.
Cambridge Systematics Inc.
Carter & Burgess Inc.
CCS Planning & Engineering
CH2M Hill
CITE
Citilog
City of Irving
CK Engineering
Clough Harbour & Associates
Coler & Colantonio Inc.
Colorado Video
Communications Specialties Inc.
Control Technologies
Crawford Bunte Brammeier
Creighton Manning LLP
Crossroads Software
CTS Engineers Inc.
Daniel Consultants, Inc.
Darnell & Associates
Day Wilburn Associates Inc.
DKS Associates
DMJM Harris
Dowling Associates
Dunn Engineering Associates
Econolite Control Products Inc.
Edwards & Kelcey Inc.
Electronic Integrated Systems Inc.
Encom Wireless Data Solutions Inc.
Eng-Wong Taub & Associates
Evans Consoles
F.R. Aleman & Associates Inc.

Fay Spofford & Thorndike Inc.
Fehr & Peers Associates Inc.
G.D. Hamilton Associates
Gannett Fleming
Geostats
Gorove Slade Associates
GRAM Traffic Counting Inc.
Greenhorne & O'Mara Inc.
Greg Bullock
HDR Engineering Inc.
Hexagon Transp. Consul. Inc.
Howard/Stein-Hudson Associates
HSA Corporation
I.R.D.
IBI Group
Innovative Transportation Concepts
INRO Consultants Inc.
Iteris
iTRANS Consulting Inc.
Jamar Technologies Inc.
JB Technology Inc.
JMW Engineering Inc.
Jobs Henderson & Associates Inc.
Johnson Mirmiran & Thompson P.A.
JSF Technologies
K & K Systems Inc.
Katz Okitsu & Associates
Kimley-Horn and Associates
KLD Associates Inc.
Korve Engineering Inc.
Lee Engineering
Lehigh Cement Company
Leotek
Linscott Law & Greenspan
McCain Traffic Supply
McCormick Taylor & Associates Inc.
McMahon Associates Inc.
Metro Transportation Group Inc.
Meyer Mohaddes Associates
Michael Baker Jr. Inc.
Monash University
Naztec Inc.
NIATT
North Carolina State University
O.M.J.C. Signal Inc.
OptiSoft
Orth-Rodgers Associates Inc.
Ourston Roundabout Engineering
P&D Consultants
Parsons Brinckerhoff
Parsons Transportation Group
PAT America Inc.
Paul C. Box and Associates
Peek Traffic Inc.
Philip Habib & Associates
PinnacleOne
Polara Engineering Inc.

Post Buckley Schuh & Jernigan
Professional Development Fund
PTV America Inc.
Purcell Associates
Quixote Corporation
Reno A&E
Rizzo Associates Inc.
RK Engineering
Roadway Data
RPM Transportation Consultants
RTC Manufacturing Inc.
Rummel Klepper & Kahl
Sabra Wang & Associates
Sear-Brown Group
Siemens ITS
SignCAD Systems Inc.
Simco Engineering, P.C.
Skycomp Corp.
Southern Manufacturing
Street Smarts
Sun-Lab Technology
Tabermatics
Tassimco Technologies CDA Inc.
Tepp LLC
TES Information Technologies
The Mobility Group
The Traffic Group Inc.
TJKM Transportation Consultants
TModel Corp.
Traffic Counts Inc.
Traffic Design Group
Traffic Safety Corp.
Trafficware
Traftools Inc.
TransCore
Transoft Solutions Inc.
Transpo Industries Inc.
Transportation Engineering Inc.
Transtech Engineers Inc.
Trip Consultants Corp.
Turner Collie & Braden Inc.
U.S. Traffic Corp.
Urban Crossroads
Urbitran Associates Inc.
Valmont Industries Inc.
Vanasse Hangen Brustlin Inc.
Vollmer Associates
VRPA Technologies Inc.
Washington Infrastructure Services
Wavetronix LLC
Wilbur Smith Associates Inc.
Wiley Engineering P.C.
Willdan Associates
Winsted Corp.
Wireless Technology Inc.
WTI Advanced Technology Ltd.

Advertising:

Advertising in *ITE Journal* helps you reach more than 18,000 transportation professionals with the influence to purchase your products and services.

ITE Journal Special Issue — ITE Annual Meeting and Exhibit Issue (July 2006)

Deadlines: Insertion orders due May 15, 2006; Materials due May 31, 2006

Reach even more people with this issue that is distributed at the ITE 2006 Annual Meeting and Exhibit in addition to its usual distribution! Exhibitors receive a 10% discount!

Positions Available/Wanted

The ideal venue to locate entry through executive level traffic and transportation professionals. Only \$.50 per character (\$300 minimum). Value-priced display sizes also available. Positions available can also be placed on the ITE Web site at jobs.ite.org. There is a 10% discount off the *Journal* portion of an ad if it is placed on the Web site and in *ITE Journal*.

Advertisements are processed using an automated system on the Web site. Ads can be placed 24-hours a day, seven days a week. Visit the ITE Employment Center at jobs.ite.org to learn more.

Sample

Professional Services Directory card
3 3/8" W x 1" H

Professional Services Directory

For consultants and service providers. Only \$625 per year! Or \$725 for special placement. Consultants Council members receive a \$25 discount. Contact cdenekas@ite.org for prorated rates available throughout the year.

2006 Editroial Calendar:

January: Safety

February: Context-sensitive Design

March: Traffic Signals

April: Evacuation and Incident Management

May: Trends in Practice and Education

June: Accessibility and Serving All Users

July: Show issue for the 2006 ITE Annual Meeting and Exhibit

August: Transportation Modeling and Software

September: Managed Lanes

October: Annual Meeting and Exhibit Wrap-up and Award papers

November: Promoting Economic Development

December: Management and Operations



Marketing opportunities abound with ITE

Marketing opportunities with ITE:

Exhibits:

ITE 2006 Technical Conference and Exhibit

March 19–21, 2006 • Crowne Plaza Riverwalk, San Antonio, TX, USA

Market your products and/or services to an expected 500–600 attendees at this exciting venue. There will be a limited number of exhibit spaces available so sign up today.

ITE 2005 Annual Meeting and Exhibit

August 7–10, 2005 • Midwest Airlines Center, Milwaukee, WI, USA

More than 2,000 transportation professionals from the U.S., Canada and more than 20 other countries have attended recent ITE Annual Meetings and Exhibits. More than 120 manufacturers, suppliers and consultants in 170 booths are expected to showcase their products and services in 2006 at the Midwest Airlines Center in Milwaukee, WI, USA.

Other:

Sponsorship of an ITE Meeting or Conference

Become a sponsor of the ITE Technical Conference and Exhibit and/or the Annual Meeting and Exhibit to show your support of ITE and build goodwill among its members. Sponsorship opportunities are available in a range of prices and benefits so that every company, large and small, has the opportunity to reach their target market.

ITE Technical Conference and Exhibit Program

Deadlines: Consult Christina Denekas, ITE Marketing Sales Associate

Each delegate, exhibitor and exhibit hall guest (approximately 600) will receive the program. The program is used as a reference for sessions, exhibits, technical tours and social programs. All exhibitors receive a 10% discount!

ITE Annual Meeting and Exhibit Program

Deadlines: Consult Christina Denekas, ITE Marketing Sales Associate

Each delegate, exhibitor and exhibit hall guest (approximately 2,000) will receive the program. The program is used as a reference for sessions, exhibits, technical tours and social programs. All exhibitors receive a 10% discount!

CD Inserts for *ITE Journal*

A new way of reaching readers with your company's product descriptions, software or company information.

Transportation Products and Services Yellow Pages on the ITE Web site

The ITE Yellow Pages is a searchable database of transportation related companies located on the ITE Web site. Visitors to the ITE Web site can search on products and services by keyword or company name. Make sure that the 1,700 daily visitors to ITE's Web site have easy access to your company's information by visiting www.ite.org/yellow-pages today.

Banner Ads on the ITE Web site

Placing a banner ad is a great way to reach ITE's nearly 17,000 members and other Web site guests. You choose where your advertisement is placed on the site. If you are hiring a new employee you may want to place your banner ad within the Employment Center. Have a new product line you're looking to promote? Look no further than the Technical Information section. For more information, visit www.ite.org/marketing/bannerads.asp.

Mailing List Rental

See next page for more information.

ITE mailing list rentals

Profile:	Members of the Institute of Transportation Engineers. Upon specific request: previous members, convention registrants, prospective members, local section affiliates, and/or <i>ITE Journal</i> subscribers.	Shipping & Handling	UPS Blue label 2nd day air fixed charge of \$20.00. Customer may specify alternate shipping method and we will bill for actual cost—minimum \$20.00.
Source:	ITE membership files.	Additional Charges	GST tax charged to Canadian orders. Most selections, including key coding, are free (see selections below). An additional charge may apply for complex extracts or unusual amounts of personnel or machine time. Call for details.
Updated:	Daily.	Conditions:	Each label run is rented for a one-time use only. Written request, a signed non-disclosure agreement, and sample mailing piece required in order to process request.
List Size:	17,000± current members; total including all specific requests listed in the profile above is 30,000±.	Contact:	Jennifer Byrd Institute of Transportation Engineers 1099 14th St., N.W., Ste. 300 West Washington DC 20005-3438 USA Phone: +1 202-289-0222 ext. 124 Fax: +1 202-898-7722
Label Form:	Cheshire (4 up) or pressure-sensitive (3 up) gummed labels only.	Selections:	We can provide the entire list or extracts based on geographic area (individual states, zips, districts, countries, etc.) membership grades, employer types, etc. Information on our districts and employer types is given below. Please call with your specific requirements.
Price:	\$125.00/1000 Pressure-sensitive \$120.00/1000 Cheshire \$250.00 Minimum Order 25% discount for Industry Council and Consultants Council members		
Commission:	No commissions paid.		
Payment:	Pre-payment required.		
Delivery:	Generally within one week of receipt of order and payment.		

- District 1:** *Connecticut, Maine, Massachusetts, New Hampshire, New Jersey (north of the southern borders of Mercer and Monmouth counties), New York, Rhode Island, and Vermont.*
- District 2:** *Delaware, District of Columbia, Maryland, New Jersey (south of the northern borders of Burlington and Ocean counties), Pennsylvania, and the Virginia counties of Arlington and Fairfax and the towns located within the confines of those counties.*
- District 3:** *Indiana, Michigan, Ohio, and West Virginia.*
- District 4:** *Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, and Wisconsin.*
- District 5:** *Alabama, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia (with the exception of the counties of Arlington and Fairfax and cities within the confines of those counties).*
- District 6:** *Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, and all U.S. Territories not in District 5.*
- District 7:** *Canada*
- District 8:** *All countries other than the United States and Canada.*
- District 9:** *Texas.*
- District 10:** *Florida and Puerto Rico.*

Employer Codes:

01	Federal Government	14	Public Transit	60	Regional Planning
02	State/Provincial Government	20	Educational Institution	70	Railroad
03	County Government	30	Manufacturer/Supplier	80	Military
04	Local Government	35	Contractor/Construction Co.	90	Airline
11	Parking Agency	37	Developer	97	Student
12	Port Authority	40	Association	98	Other
13	Toll Road	50	Consulting Firm	99	Retired



Institute of Transportation Engineers

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_____ (organization)
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only for the purpose(s) stated below (purpose must be specific and complete for approval):

PURPOSE:

Organization representative:

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Title: _____

Date: _____

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Date: _____