



United Motorcoach Association

EXPAND YOUR CUSTOMER REACH IN 2022

Reach motorcoach
professionals with our digital,
email, webinar and video products.



United Motorcoach Association

Overview

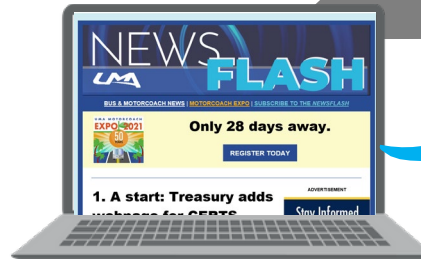
Our mission is to serve professional bus and motorcoach companies. We want to share an opportunity to reach our online audience through

Page 3 - our popular email newsletters

Page 4 - Bus & Motorcoach News

Page 4 – UMA videos and Town Halls (webinars)

Pages 5-8 – *NEW* digital sponsorships (retargeting)



Connect by email Weekly or Daily

BMN EMAILS

WEEKLY NEWS DIGEST

AVERAGES 1,200 OPENS/WEEK

Leaderboard Ad - Your ad at the top of our weekly email digest of news - *Exclusive!*

Speedbump Banner - Your ad placed between stories in our weekly email digest of news.

Custom Email Promotion: Your message sent with our list of 6,000 industry insiders - available no more than twice per month per advertiser.

Email Newsletter Advertorials - Your marketing message in editorial format that readers cannot ignore as part of our weekly story digest.

NEWSFLASH

DAILY EMAIL NEWSLETTER

AVERAGES 9,500 OPENS/WEEK

Wide Skyscraper - Your ad at the top of our DAILY email newsletter an *Exclusive!*

Speedbump Banner - Your ad placed between stories in UMA's popular daily newsletter.

Sponsor our daily NewsFLASH - Your message in the subject line showing your sponsorship.

Email Newsletter Advertorials - Your marketing message in editorial format that readers cannot ignore as part of our daily news roundup.

Ad sizes

- Ad Sizes & Specs
.jpg or .gif static images only; no flash ads
- Leaderboard is only for BMN Weekly News Digest
- Wide Skyscraper only available for Daily NewsFLASH

160
x
600

Wide Skyscraper
160 x 600

650 x 90

Leaderboard

650 x 90

650 x 120

Speedbump Banner

650 x 90

Digital, Video, Webinar & More

REACH YOUR TARGET AUDIENCE



BMN WEBSITE 24/7

Homepage Rail - Get noticed on the Bus & Motorcoach News homepage

Inside Rail - Your ad reaches every reader who clicks on a story

Sponsored Content - Your story featured on the trusted BMN website with links to your website, products and more.

Sponsored Headline Story - Your sponsored content in our rotator of top stories at the top of the BMN homepage.

MORE OPTIONS RETARGET/TOWN HALL

Retargeting Ads - Serve your ads to our online audience. Our audience becomes your audience with our powerful retargeting campaigns

Town Hall - Sponsor UMA's weekly online webinar for 300 industry leaders.

Motorcoach Minute - Sponsor the Motorcoach Minute, a weekly video roundup of industry news. Featured at Town Hall, in email and online.

Ad Sizes & Specs .jpg or .gif static images only; no flash ads

Digital ad size

300 x 250

**BMN Rail Ad
Inside or Homepage**



An Advertising Opportunity Employing Digital Ad Retargeting

What is Ad Retargeting?

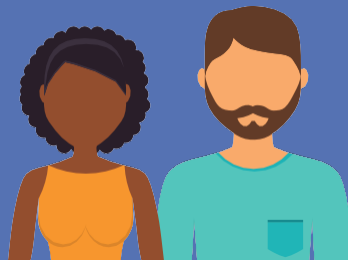
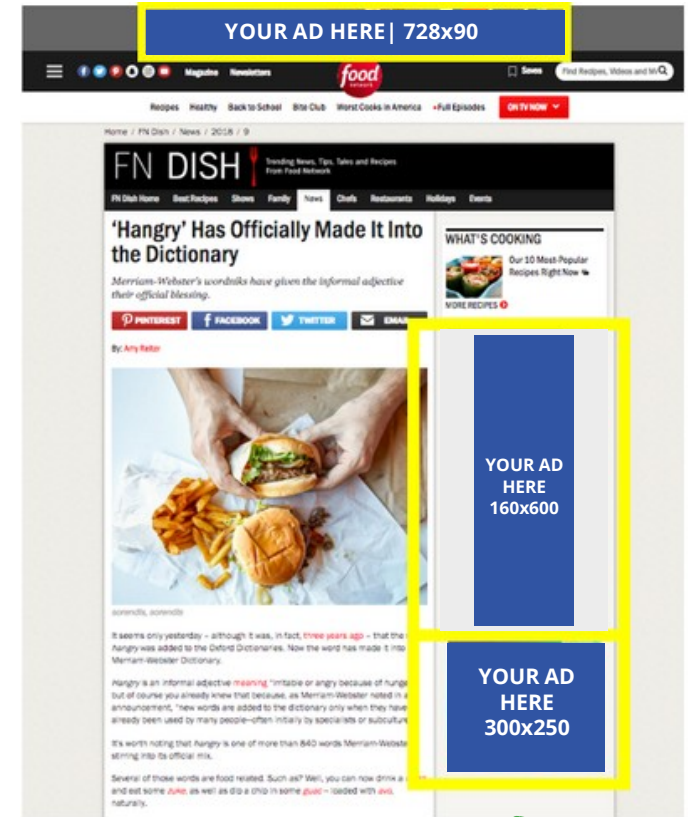
Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal.

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to UMA website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with UMA's uniquely qualified audience that will showcase your business to those who need you the most.

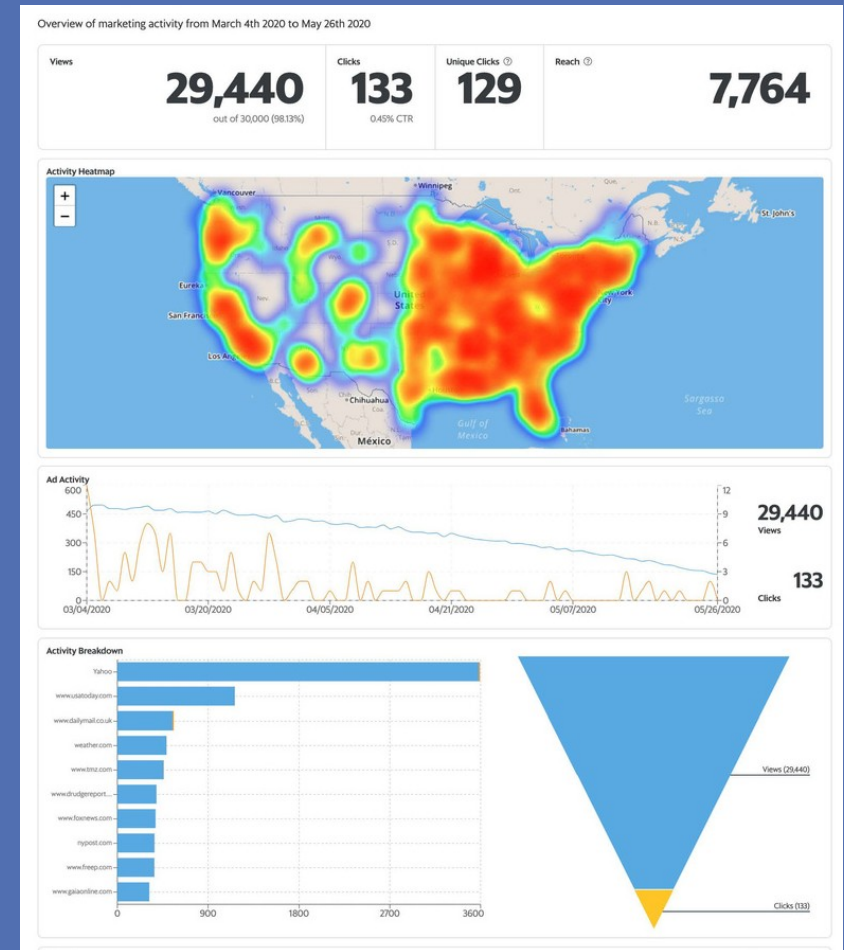


Your ads will appear on multiple major websites and mobile apps, following UMA's audience wherever they go

QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to **see your campaign results in real-time** including impressions, clicks, and geographical locations of ads served.



Ad sizes include:

Leaderboard
728x90

Wide Skyscraper
160x600

Square Pop-Up
300x250



Ad Sizes & Specs
.jpg or .gif static images only;
no flash ads

CHOOSE YOUR RETARGETING PACKAGE

Packages	Duration	Investment	# of Impressions
Small	1 Month	\$2,500	35,000
Medium	3 Months	\$4,500	70,000
Large	6 Months	\$6,000	100,000

