



United Motorcoach Association



# Digital Advertising Opportunities 2025



United Motorcoach Association

## Digital Advertising Opportunities

### Reach the Bus & Motorcoach Industry Where It's Most Engaged

At UMA, our mission is to support professional bus and motorcoach companies—and that includes helping industry partners connect with decision-makers.

Our digital platforms offer direct access to operators, owners, and executives through high-performing email campaigns, videos, webinars, and online sponsorships.

Contact **Jordan Pearson** | Marketing & Ad Sales Manager  
jpearson@uma.org | 703.838.2945

REACH YOUR TARGET AUDIENCE HERE

# Daily Email NewsFLASH

## Reach **50,000+** Industry Professionals Weekly

Connect with engaged UMA members and industry professionals through UMA's top-performing **DAILY NEWSLETTER**.

### *Advertising Options & Member Pricing:*

#### **B-2. Wide Skyscraper** (160x600):

Top-of-newsletter placement – *Exclusive* – \$3,800/quarter

#### **B-3. Speedbump Banner Top** (650x120):

Between first and second story – \$3,250/quarter

#### **B-4. Speedbump Banner** (650x120):

Mid-newsletter placement – \$3,000/quarter

#### **B-5. Email Newsletter Advertorial:**

Styled as editorial content for high-impact storytelling – \$2,900/quarter

#### **B-6. Custom Email Promotion:**

Sent to 10,000+ industry insiders (limit 2/month per advertiser) – \$500/send



#### **Digital ad specs:**

Static .jpg or .gif only  
(no animation)

*\*Note: Brokers may not advertise in NewsFLASH or other direct UMA materials.*

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# Bus & Motorcoach NEWS

Digital Journal for Industry Leaders

*Advertising Options & Pricing:*

**Pop-Up Ad (Quarterly) –**

Member: \$2,800 | Non-Member: \$3,500

**Website Ad (Quarterly) –**

Member: \$1,800 | Non-Member: \$2,300

*\*Note: Brokers may advertise here*



**Digital ad specs:**

Static .jpg or .gif only  
(no animation)

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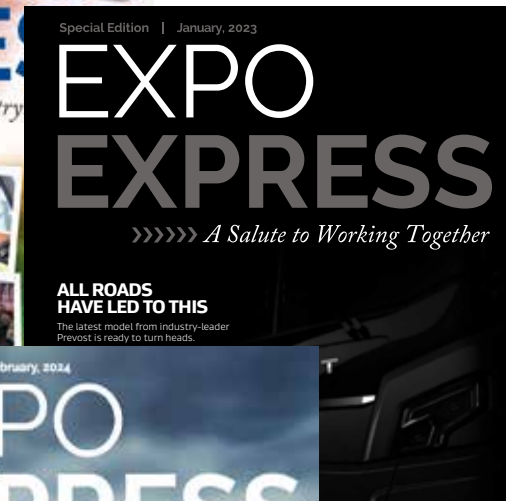
## Official Publication: **2026 EXPO Express Magazine**

Annual print and digital edition distributed  
at the industry's largest event  
(1,000+ attendees)



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MORE WAYS TO REACH YOUR TARGET



# 2026 EXPO Express Ad Rates & Sizes

Ad Placement	Size (WxH)	Member Price	Non-Member Price
Back Cover	8" x 10.5"	\$4,200	---
Inside Front Cover	8" x 10.5"	\$2,625	---
Inside Back Cover	8" x 10.5"	\$2,625	\$3,565
Full Page	8" x 10.5"	\$2,100	\$3,000
Half Page (Horizontal)	8" x 4.875"	\$1,270	\$1,970
Quarter Page (Vertical)	3.875" x 4.875"	\$795	\$1,695

## Production specifications:

Full Page Live Area: 8" x 10.5"

Full Page with Bleed: 8.75" x 11.25"

Trim Size: 8.5" x 11"

Half Page (Horizontal): 8" x 4.875"

Quarter Page (Vertical): 3.875" x 4.875"



## Key Dates for 2026 UMA EXPO Magazine

Ad Space Reservation Deadline:

November 14, 2025

Ad Materials Due:

December 3, 2025

Publication Date:

February 11, 2026