



United Motorcoach Association

# EXPAND YOUR CUSTOMER REACH IN 2024

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



# 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 Daily



## Digital ad sizes

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

BUS &  
MOTORCOACH NEWSFLASH  
DAILY EMAIL NEWSLETTER  
AVERAGES OVER 15,000 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.

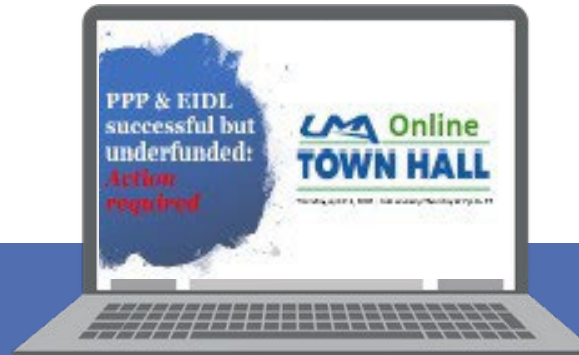
**Wide  
Skyscraper**

160  
x  
600

**Speedbump Banner**

650 x 120

# Digital, Video, Webinar & More



## 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.

**Custom Email Promotion:** Your message sent with our list of 7,000 industry insiders – available no more than twice per month, per advertiser.

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

## Digital ad size

300x250

**BMN Rail Ad  
Inside or Homepage**



# An Advertising Opportunity Employing Digital Ad Retargeting

## What is Ad Retargeting?

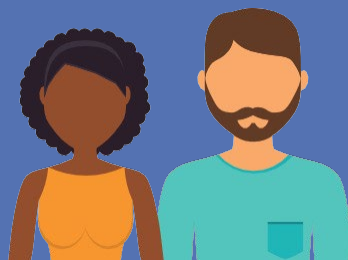
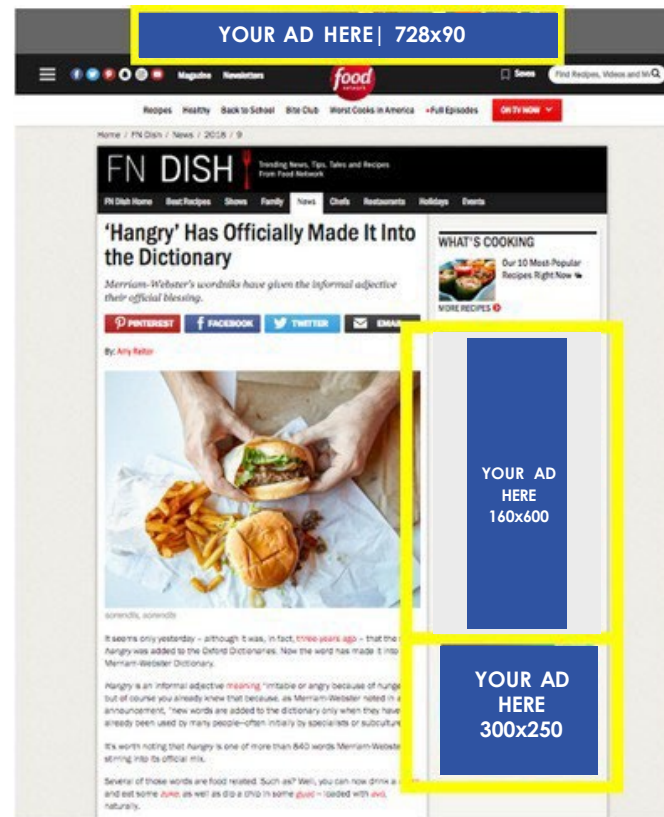
Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then 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.

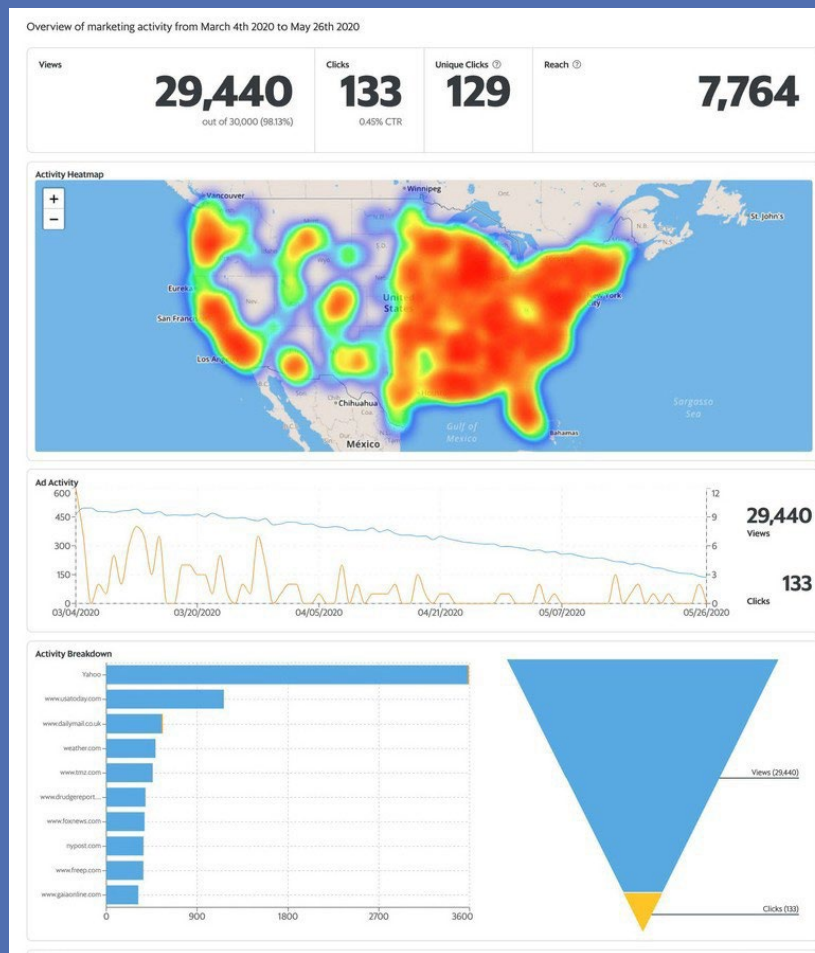


**Your ads will appear on multiple major websites and mobile apps, following UMA's audience wherever they go**

# 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



## 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

