



United Motorcoach Association



Digital Advertising Opportunities 2026



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.

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 (200x500):

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) – Starting at \$500/send



Digital ad specs:

Static .jpg or .gif only
(no animation)

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

REACH YOUR TARGET AUDIENCE HERE

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)

Contact **Scott Michael** | Info@uma.org | 703.838.2929



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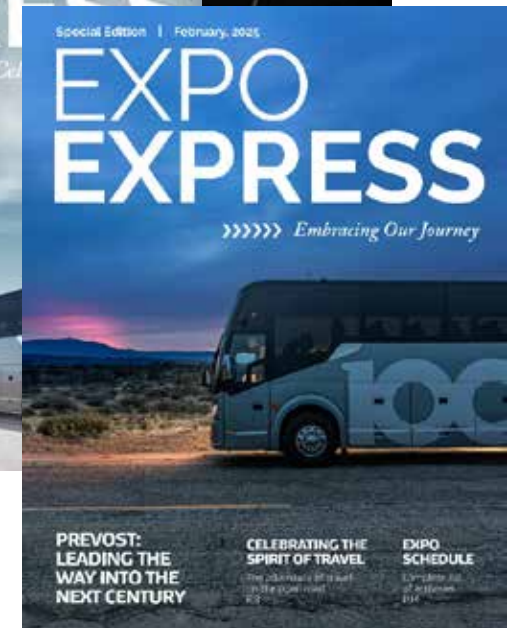
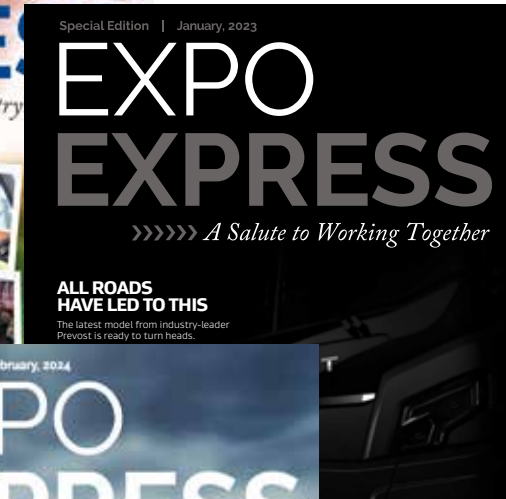
Official Publication: **2027 EXPO Express** **Magazine**

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



2027 EXPO Express Ad Rates & Sizes

Ad Placement	Size (WxH)	Member Price	Non-Member Price
Back Cover	8" x 10.5"	\$4,620	---
Inside Front Cover	8" x 10.5"	\$2,888	---
Inside Back Cover	8" x 10.5"	\$2,888	\$3,922
Full Page	8" x 10.5"	\$2,310	\$3,300
Half Page (Horizontal)	8" x 4.875"	\$1,397	\$2,167
Quarter Page (Vertical)	3.875" x 4.875"	\$875	\$1,865

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 2027 UMA EXPO Magazine

Ad Space Reservation
Deadline: October 14, 2026

Ad Materials Due:
November 3, 2026

Publication Date:
January 17, 2027