

Jane's Urban Transport Systems Advertising Opportunities

Jane's Urban Transport Systems surveys the systems, manufacturers and consultants within the global market. City-by-city, readers can analyse and review both current operations and future plans. Traffic statistics are provided, together with fleet lists and numbers in service.

Long shelf life

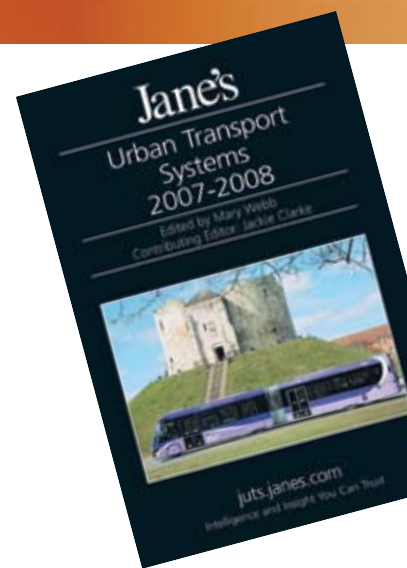
Your message lasts a year or longer

Frequently used

Each copy a reference for a wide variety of government, military and industry personnel in the field, in the office and in the library

Widely respected

Editorial excellence by the world's leading experts



Be more than a name in the book

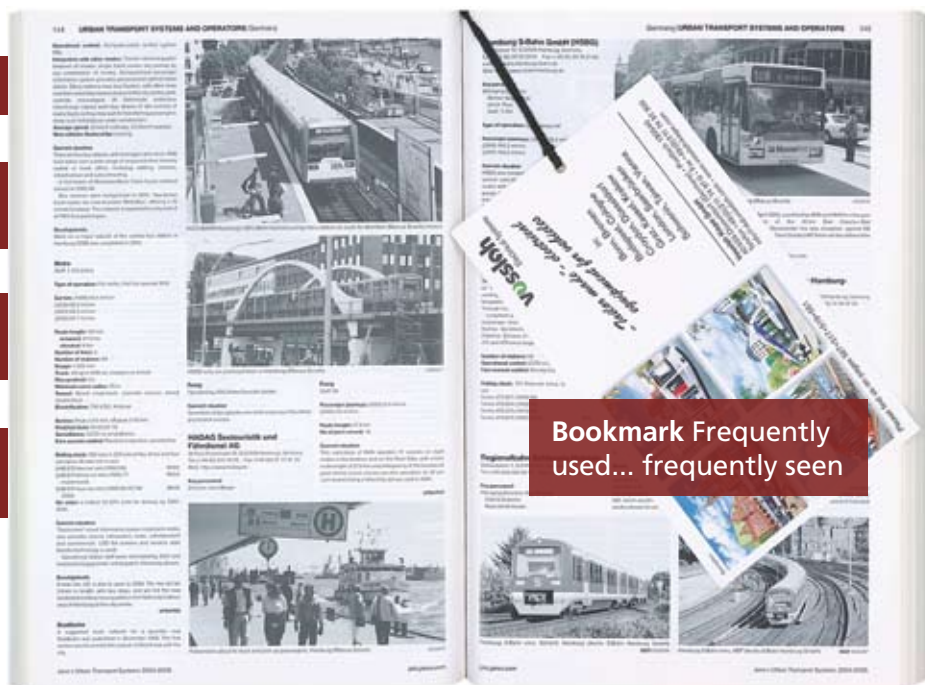
Reserve a commanding position and keep ahead of your competitors

front cover

inside front cover

opposite the contents

under the contents



opposite the executive overview

advertise against your competitor

your fractional on every index page

back cover

Bookmark Frequently used... frequently seen

This essential yearbook covers such areas as:

- Principal infrastructure details
- Rail and bus vehicles, components and subassemblies
- Signalling, communications and traffic control equipment
- Passenger information systems
- Revenue collection systems
- Maintenance equipment and services

Jane's
Intelligence and Insight You Can Trust

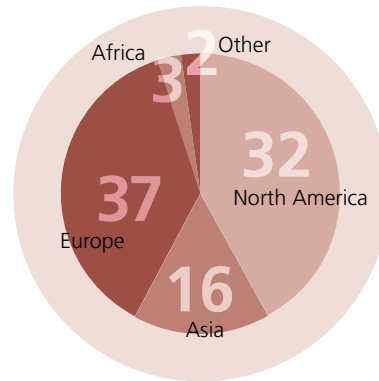
Advertise in the world's definitive guide to urban transportation systems

Additional benefits to you

- Qualify for a free copy of the yearbook (minimum half page, four colour ad)
- Book the front cover and sponsor juts.janes.com – FREE
- 1,000 additional bookmarks when you sponsor the yearbook bookmark
- All advertisers appear in janes.com "View Advertisers" section for up to a year

International readership

Total readership: 46,704*



*Publisher statement, Dec. 2006

Advertising Rates

Jane's Urban Transportation Systems

(Four colour)	£	\$	€
Full page	5985	10280	8980
Half page	3290	5645	4935
Third page	2460	4220	3690
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Front cover*	11505	19750	17260
Back cover	7200	12360	10800
Bookmark**	5400	9270	8100
Spine	5505	9360	8260

* Includes sponsorship of microsite juts.janes.com

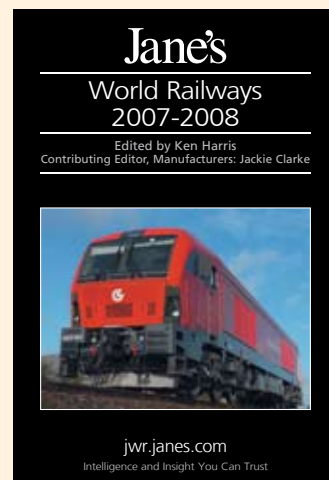
** Includes 1000 printed bookmarks for own use

Editorial Entry Update Deadline: 17 January 08

Order Deadline: 07 February 08

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