

# THINKING HIGHWAYS™ SHORTLIST

THE 2011 DIRECTORY OF  
ADVANCED TRAFFIC MANAGEMENT  
SUPPLIERS AND SERVICES

- AUTOMATIC LICENCE PLATE RECOGNITION SYSTEMS
- COMMUNICATIONS AND NETWORKS • CONFERENCES AND EXHIBITIONS
  - CONTROL ROOM TECHNOLOGY • DATA COLLECTION AND SENSORS
  - MONITORING AND DETECTION • PHOTO ENFORCEMENT
  - PROJECT MANAGEMENT AND CONSULTING
  - SOFTWARE AND MAPPING • TOLLING AND PAYMENT SYSTEMS
  - TRAFFIC AND CONGESTION MANAGEMENT • SIGNS AND SIGNALLING
  - WEIGH-IN-MOTION

# THINKING HIGHWAYS™ SHORTLIST

## WHAT MAKES IT SO DIFFERENT

The Thinking Highways SHORTLIST is a unique new publication that is available both online and in print. This Directory of Advanced Traffic Management Suppliers, Products & Services, with 30,000 printed copies, will guarantee delivery of your marketing message to our strictly targeted BPA Audited magazine circulation and visitors to all major events in 2011.

## EXCEPTIONAL VALUE

An entry into SHORTLIST represents exceptional value for money. Compare the cost with your current advertisement spend, for just £1,200 for a single page or £2,200 for a double it will give you the opportunity to display your Company Profile or Product Focus online for 12 months and in our printed annual SHORTLIST Directory, published in March 2011 and distributed to the 20,000+ readers of *Thinking Highways*. A further 10,000 copies of SHORTLIST will be printed and distributed to visitors and exhibitors at Traffex, Intertraffic Istanbul, ITS Europe, IBTTA Annual Meeting, ITS World Congress, ITN, TranspoQuip.

Our SHORTLIST Directory is more than just an invaluable reference source. Each of the 13 sections in the printed version will be preceded by an article written by a world-renowned expert. Each article will aim to inform readers of the developments and trends emerging in the market over the last 12 months.

## AN ONLINE GATEWAY

The online version of SHORTLIST is available now at [www.thinkinghighways.com](http://www.thinkinghighways.com) and is linked to our ARCHIVES. This enables visitors to our site (once they have read one of our 700+ archived articles) to click and view the SHORTLIST suppliers related to their area of interest.

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