

# FHWA LTAP/TTAP Clearinghouse Materials to assist Center Marketing

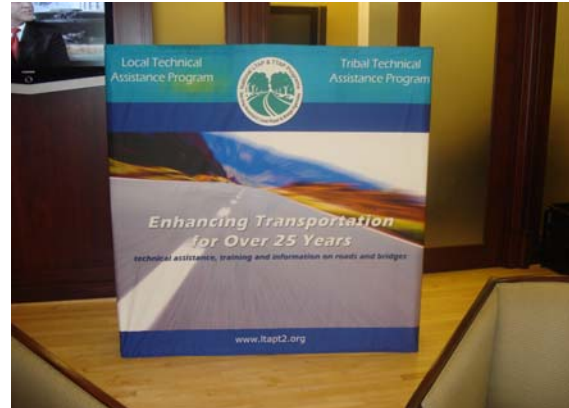
For assistance with the following materials please contact Sarah Crane, [scrane@artba.org](mailto:scrane@artba.org) or Lisa McCluskey, [lmcccluskey@artba.org](mailto:lmcccluskey@artba.org)

## Items for Centers available to borrow:

- Large Exhibit
- Table top exhibit
- 2 banner stands
- Table cover with LTAP/TTAP logo
- 3 Moving Safely Across America Kiosks

## Free items:

- LTAP/TTAP logo pins
- These are small and round like the logo
- General LTAP/TTAP brochures- these brochures give general information about the LTAP/TTAP program.
- General LTAP/TTAP insert- these inserts feature stats about Centers based on PAR data.
- Other promotional items: Occasionally the Clearinghouse is given items from FHWA or other sources for exhibiting. Please check on availability.



Large pop up exhibit – table top looks exactly the same but smaller



Large pop up exhibit with banner stands

**Need Technical Assistance? Let the Clearinghouse and ARTBA help! For assistance with the following please contact Lisa McCluskey, [lmcccluskey@artba.org](mailto:lmcccluskey@artba.org).**

- Templates for brochures and flyers- templates for the general LTAP/TTAP brochure and flyers are online in the Center Only section of the website
- Graphics and logos- the graphic collection as well as new photos and general logos are available from the Clearinghouse. The Clearinghouse is collecting

new photos and has purchased stock photos for details contact Lisa [McCluskey@artba.org](mailto:McCluskey@artba.org).

- LTAP Center online photos (ask individual Centers for permission before use)

OK LTAP/TTAP Media Gallery: <http://gallery.mac.com/okltap#gallery>

RI LTAP: [http://www.uritc.uri.edu/t2center/galleryview\\_main.asp?location=1](http://www.uritc.uri.edu/t2center/galleryview_main.asp?location=1)

MI TTAP <http://www.ttap.mtu.edu/index.php?p=photoalbum>

- Access to graphic design application help, InDesign, Photoshop etc., personal help from ARTBA staff and books are available.
- Assistance with language and message development.
- Crisis Communication Planning.
- Vendor recommendations.
- Statistics and research requests.
- Press release and media planning.