

# National Bus Trader 2017 Media Kit

**Rate Card #21 Effective March 1, 2012**



## National Bus Trader

9698 W. Judson Road • Polo, Illinois 61064

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Advertising e-Mail: [adv@busmag.com](mailto:adv@busmag.com)

Web Site: <http://www.busmag.com>

Visit our Web Site for subscriptions, downloadable information, advertising information, and past articles

## Why National Bus Trader is Different than other magazines

At many bus magazines, the editor's office has a revolving door, editorial staff have never owned a bus company or had extensive bus company experience, the staff jump from industry to industry, and magazines are given away. *National Bus Trader* is different for the following reasons:

### Frequency

*National Bus Trader* is the only bus industry magazine that can claim to have maintained a monthly publishing frequency for the past 40 years.

### Extensive Industry Experience

The founder and editor of *National Bus Trader*, Larry Plachno, has extensive practical experience in the bus industry. He purchased his first bus in 1963 and was employed in virtually every bus company job including driver, driver trainer, safety supervisor, dispatcher, tour planner, tour escort, shop superintendent for a company operating more than 100 buses, and a bus company owner. He ran charters, tours, and scheduled service, where he took over a route from Greyhound. Larry also served as transit director for two municipalities. Some people say that Larry has more practical bus experience than all of the other bus editors combined.

### Career Editor

Larry Plachno, the editor of *National Bus Trader*, is unique in making a lifetime career out of being a bus industry editor. He originally got started in transportation editing and publishing while still in high school. He then intentionally obtained the appropriate education with a degree in English and minors in Geography and Philosophy, and then obtained the appropriate industry experience in order to be qualified for a career as a bus magazine editor.

### Senior Industry Editor

Larry Plachno, the editor of *National Bus Trader*, is the senior editor in the bus industry. He has served as editor of *National Bus Trader* since its founding in 1977 and has served as editor or senior editor of *Bus Tours Magazine* since its founding in 1979.

In December of 2012, Larry Plachno set a new industry record of editing a bus magazine for 35 years involving more than 500 issues of the two magazines.

### Paid Circulation

Most industry magazines are given away for free to build up circulation. However, most readers of *National Bus Trader* pay an annual subscription fee to get its in-depth editorial and industry information.



Showing its close connection to the industry, since 1981 *National Bus Trader* has had a "company bus" used to transport the staff on location for articles or to conventions and trade shows. It is also used to test various bus systems and products. The fourth coach in this series is shown parked next to the *National Bus Trader* office in Polo, Illinois.

Surveys from national associations indicate that not only are people much more likely to read a magazine they have paid for, but that paid circulation is 10 times as good as controlled in the area of advertising exposure. Beyond the paid circulation, additional copies are distributed to selected companies in order to blanket both commercial and private bus owners and reach new people entering the industry.

### Editorial Calendar

While some trade magazines have an elaborate editorial calendar planned for the entire year, much of the content of *National Bus Trader* is more like a news magazine. Although some editorial on regular events is planned in advance, most of the editorial revolves around new developments and current industry concerns. Specific topics and deadline are on page seven.



### **National Bus Trader is the Industry Leader in:**

- Editor's industry experience.
- Maintaining a monthly publishing frequency
- Bus industry Senior Editor and Tenure Record Holder
  - Paid Circulation
  - Career Editor with a record number of magazines edited

## Rate Card #21 • Advertising Rates Effective March 1, 2012

Rates are in US Dollars	B & W 12x	B & W 6x	B & W 1x	4-Color 12X	4-Color 6X	4-Color 1X
Size						
Full Page	\$1,200	\$1,300	\$1,400	\$1,600	\$1,800	\$2,000
2/3 Page	900	980	1,060	1,320	1,480	1,640
1/2 Island	900	980	1,060	1,320	1,480	1,640
1/2 Page	650	710	770	890	1,010	1,130
1/3 Page	440	480	520	660	740	820
1/4 Page	330	360	390	520	580	640
1/6 Page	230	250	270	380	420	460
1/12 Page	130	140	150	240	260	280
Spread	2,000	2,160	2,320	2,440	2,760	3,080

### Production Requirements

**Printing:** Web offset

**Trim Size:** 8-1/2 x 11 inches. Three 14-pica columns per page.

**Digital Submissions:** CMYK, 300 dpi, limit four-color coverage to 280%. Ads can be submitted via e-mail, CD-ROM, Zip Drive or Thumb (Flash) Drive. Preferred formats in order: Press Optimized (high quality) PDF, Tiff and Jpeg. Please avoid native files. Please allow 1/4 (.250) inch bleed on full page bleeds.

**Special Colors:** Extra charge for metallic and Day-Glo inks..

### Covers and Preferred Positions

#### Charges per insertion

(4 color only)

Fourth Cover (outside back)	\$160
Second Cover (inside front)	120
Third Cover (inside back)	70
Preferred Position	15%

- Covers and premium positions are non-cancelable.
- Special positions are available on a first-come, first served basis.

### Mechanical Specifications

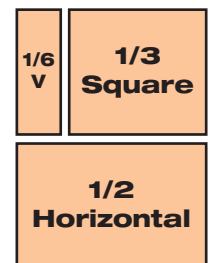
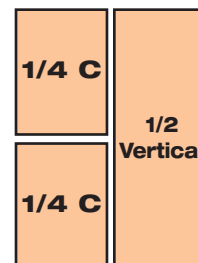
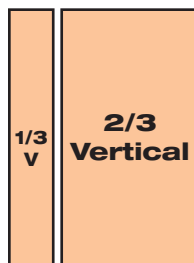
Space Units (in inches)	Width	Depth
Spread bleed	17½	11¼
Full page bleed	8¾	11¼
Full page non-bleed *	7½	10
2/3 page	4¾	10
1/2 page island	4¾	7½
1/2 page vertical	3½	10
1/2 page horizontal	7½	4¾
1/3 page vertical	2¾	10
1/3 page square	4¾	4¾
1/4 page vertical	2¾	7½
1/4 page conventional	3½	4¾
1/6 page vertical	2¾	4¾
1/6 page horizontal	4¾	2¾
1/12 page	2¾	2¾

\* Must be on a 8½ x 11 document layout

### Issuance and Closing Dates

Issue	Space Due	Material Due
January	November 15	November 25
February	December 15	December 25
March	January 15	January 25
April	February 15	February 25
May	March 15	March 25
June	April 15	April 25
July	May 15	May 25
August	June 15	June 25
September	July 15	July 25
October	August 15	August 25
November	September 15	September 25
December	October 15	October 25

Please see page seven for the Editorial Calendar and other important dates.



## Web Site

*National Bus Trader* recently got an entirely new Web site at [www.busmag.com](http://www.busmag.com). Traditional features such as the archive of past articles, subscription and book ordering as well as current news and industry items have been retained. We are starting to move towards offering new enhancements including an online supplier directory and other electronic features. Keep tuned for more information, or ask your account executive for current details and programs.

## General Advertising Information

### Classified Advertising

Minimum charge is \$30 per insertion which includes the first 25 words; 25 cents for each additional word. Classified ads are limited to a total of 70 words. Name, company, address, and phone number are not included in the word count for billing but are counted for total length limitations. Indicate category desired for listing. On-line bus industry classified ads are available separately at the [www.busmag.com](http://www.busmag.com) web site. The on-line ads may include photos and links to other Web sites. These ads can be paid for on line with a credit card.

### 1. Display Advertising Terms

Advertiser under contract is protected for the length of the contract at current rates. All rates payable in U.S. dollars or equivalent at current rates of exchange.

Payment due within 30 days of invoice date. Extra charges apply to outstanding invoices. Should any monies not be paid as set forth in the invoice, the Publisher shall be paid an additional delinquency charge equivalent to the maximum legal rate of interest and expenses of collection, including attorneys' fees.

### 2. Issuance and Closing Dates

Issued monthly since 1977. Received by subscribers on or about the first week of the month of cover date. Deadline for insertion orders is the 15th day of the second preceding month. For example, the deadline for the January issue is November 15.

### 3. Cancellations

Cancellations and changes in insertion orders must be in writing, and none is considered accepted unless confirmed in writing by the publisher. Cancellations and changes in insertion orders and advertising will not be

accepted after the closing date (the 15th of the second preceding month). Advertising in preferred positions is not cancelable. In the absence of specific instructions, publisher will repeat previous ad.

### 4. Shipping Instructions

Mail all insertion orders, artwork, and electronic files to: *National Bus Trader*, 9698 W. Judson Road, Polo, Illinois 61064. This address may also be used for shipments via UPS or courier services. An FTP site is also available (ask for information).

### 5. Typesetting and Design Service

Advertisers that do not have a suitable advertisement are eligible for a reasonable amount of typesetting and design work by *National Bus Trader* without an additional charge to prepare an ad for publication. Submit sketch, layout, and typewritten copy. Additional charge (minimum \$25) for each piece of line art or each photograph screened by publisher. Submit good black and white photographs or color slides.

### 6. Reader Service Card

Current advertisers with a display ad of one-half page or more are included on the reader service card. Reader inquiries are forwarded as received without additional charge.

### 7. Circulation and Market

*National Bus Trader* circulates to bus owners, bus operators (commercial, non-commercial, and motor home), bus dealers and manufacturers, as well as individuals and firms interested in bus equipment and services.

### 8. Subscription Rate

*National Bus Trader* is available with an annual U.S. subscription rate of \$30 which includes a certificate for a free 25-word classified ad. Foreign subscriptions are \$35.

### 9. Organization

*National Bus Trader* is published by National Bus Trader, Inc. and is a sister publication to *Bus Tours Magazine*. National Bus Trader, Inc. has also published historical transportation books under the Transportation Trails imprint. National Bus Trader, Inc., founded in 1977, is a descendant of Transit Journal Publications which was founded in 1961.

### 10. Acceptance of Advertising

Publisher reserves the right to reject an ad at any time. Publication shall be considered to be acceptance of an advertisement. Advertising which is considered detrimental to the bus industry or contrary to policies of National Bus Trader, Inc. is not acceptable.

## 11. Publisher's Liability

Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by publisher is contained if such failure is due to acts of God, accidents, or other circumstances beyond publisher's control.

Although publisher makes every effort to ensure the accuracy of ads, publisher's responsibility shall be limited to reprinting any portion of an ad, except key numbers, which is incorrect due to publisher's error. Publisher will not assume responsibility for key numbers which must be set and inserted by publisher.

## 12. Advertiser's Liability

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless National Bus Trader, Inc., its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of property, copyright infringement or plagiarism.

## Bleed Charges

No extra charge for bleeds on full page or half page ads. Material for bleeds should extend one-quarter inch beyond the 8 1/2" x 11" trim size.



The coach used by the *National Bus Trader* staff is shown on a visit to New York and New Jersey.

## Advertising Contract

Date \_\_\_\_\_

To Publisher Of:  
*National Bus Trader*  
9698 W. Judson Road  
Polo, Illinois 61064-9015  
(815) 946-2341

You are authorized to insert our advertisement in *National Bus Trader* effective \_\_\_\_\_ occupying \_\_\_\_\_ or more insertions to be used within twelve months from the date of first insertion. Insertions will run in the issues dated: \_\_\_\_\_.

All the terms, conditions, and specifications found in the *National Bus Trader* Advertising Rate Card No. 21, effective March 1, 2012, are part of this contract as if they were written herein. Space ordered is payable at our office within 30 days of billing. This contract is cancelable only as provided in the current Media Kit (preferred positions and covers are non-cancelable). Additional payments or credits will be based on space used according to rate earned. This contract is subject to acceptance by the publisher.

### Please Print:

Advertiser Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Signed \_\_\_\_\_

Accepted for *National Bus Trader* by:  
\_\_\_\_\_

## Reader Survey

### Relationship to the Industry

More than 70 percent of readers indicated that they were a commercial or private bus owner/operator. Of the remainder, 13 percent indicated that they were bus converters, five percent marked that they were employed by a new or used bus dealer and two percent worked with a bus manufacturer. Remaining respondents were in the "other" category.

### Current Position in your Organization

More than 48 percent of those responding indicated that they were a company owner or president. Three other categories of employment were minimally represented. A total of eight percent said they were supervisors or managers; seven percent indicated they were employed in the bus industry; and five percent marked that they were general managers. With the exception of two percent who said they were in sales, the remainder of the respondents listed their positions as "other."

### Supervision of Bus Service or Maintenance Work

This question simply asked the reader if he personally did or supervised any bus service or maintenance work. A total of 61 percent of the respondents answered in the affirmative. It is interesting that the figures for the two previous surveys were 56 percent and 65 percent so this number is still very much in that same area.

### Purchase of Bus Service or Maintenance Parts and Supplies

Readers were asked whether they purchased any bus service or maintenance parts and supplies. A total of 68 percent of the respondents answered "yes." Figures for the two previous surveys were 65 percent and 73 percent so that again is very much in that same area.

### Previous Bus Purchases

This question asked the respondents whether they had purchased one or more buses for themselves, their employers or others during the past three years. A total of 54 percent answered in the affirmative. This is amazingly close to the figures from the two previous surveys which were 53 percent and 54 percent.

### Future Bus Purchases

Readers were asked if they anticipated purchasing one or more buses for themselves, their employers or others during the next three years. A total of 61 percent of the respondents answered in the affirmative. The two previous surveys showed figures of 64 percent and 66 per-

cent. The slight decline might be attributed to the current economy.

### Use of Magazine Information

This question asked readers who had marked "yes" to the two previous questions how frequently they used the information and advertising in NATIONAL BUS TRADER to make a decision in purchasing buses and related supplies and equipment. A total of 37 percent marked "frequently" while 36 percent marked "often." This indicated that nearly three-quarters of our readers (73 percent) regularly depend on information in *National Bus Trader* for making purchasing decisions. This is up slightly from 68 percent in the previous survey.

Another 19 percent said they seldom used this information, but only eight percent said that they never used the information in the magazine for making purchasing decisions.

### Interest in the Classified Section

This question asked respondents how often they looked at the classified advertising section of *National Bus Trader*. The largest number, 67 percent, marked "frequently" which is up from 63 percent in the previous survey. An additional 22 percent marked "often." Hence, more than 89 percent of our readers regularly look at the classifieds.

### Ranking of Magazine Columns and Departments

Our editors were anxious to get a handle on the interests of readers in various sections in *National Bus Trader*. This question asked the respondents to rank nine different columns or sections in the order of their personal preference or favorites. They ranked as follows: 1) feature articles, 2) maintenance and service column, 3) classified ads, 4) "Curious Coachowner" column, 5) photos section, 6) "News" section, 7) "Round Up" pricing guide to used coaches, 8) legal column, and 9) "People" section. A few respondents made us smile with comments such as, "I like everything."

### Reading Location

We have had an increasing number of people tell us that they take their copies of *National Bus Trader* home to read because the articles are long and technical, and they are less likely to be disturbed at home. This question confirmed that fact because 70 percent of the respondents indicated that they read their copies of NATIONAL BUS TRADER at home. Most of the remainder, a total of 29 percent of the respondents, read their copies at the office. The remaining subscribers read their copies while commuting or at some other location.

## 2017 Editorial Calendar

January	Distributed at ABA 2017 Marketplace in Cleveland.
February	Distributed at UMA/NTA 2017 in St. Louis. Coach Manufacturers and Suppliers Safety Systems, Computer Systems, Software and Consulting
March	Distributed at Heartland Travel Showcase 2017 in Pigeon Forge. Computers, Coach Heating and Air (HVAC) / Bus Lifts and Garage Equipment / Washing and Chemicals
April	Themed Buses / Alternative Fuel, Electric Buses and Hybrid Vehicles
May	Collision, Repair, Bus Parts, Windows and Glass
June	Insurance, Leasing and Finance / Interior Electronics
July	Annual Conversion Issue / Wraps, Painting, Refurbishing and Pre-Owned Buses
August	Seating, Seat Belts, Seat Fabrics, Flooring and Sidewalls, Wheelchair Lifts and Restraints
September	Distributed at BusCon 2017 Indianapolis – Mid-Size Buses and Suppliers
October	Public Transportation and Suppliers
November	Tires, Wheels, Braking Systems, Axles and Steering
December	Holiday Cover Expected / Alternators, Compressors, Transmissions, Engines (all major components)

Ask your advertising account executive for information on getting into Guide Articles on these topics and advertising in these issues.

Other Major and Feature Cover Articles will continue to cover industry trends and immediate concerns.

## Important Deadlines and Dates

Issue	Editorial Material	Guide Article	Ad Space Due	Ad Material Due
January	October 1	November 1	November 15	November 25
February	November 1	December 1	December 15	December 25
March	December 1	January 1	January 15	January 25
April	January 1	February 1	February 15	February 25
May	February 1	March 1	March 15	March 25
June	March 1	April 1	April 15	April 25
July	April 1	May 1	May 15	May 25
August	May 1	June 1	June 15	June 25
September	June 1	July 1	July 15	July 25
October	July 1	August 1	August 15	August 25
November	August 1	September 1	September 15	September 25
December	September 1	October 1	October 15	October 25

Editorial Material and Cover Feature Stories must be approved in advance because of possible space limitations or previous commitments.

## BusMag.com – On Line Opportunities

National Bus Trader has started to comply with requests from readers and advertisers to provide more modern digital options. The first of these is a revamped Web site at [www.busmag.com](http://www.busmag.com) created in late 2013. Additional features will be added in the future.

The new BusMag.com Web site features current news, appropriate articles, selected columns and other items of interest. As in the past, the Web site will contain a special page containing selected articles from the print magazine for free download in PDF format. Other areas and items will be added as shown by reader and advertiser interest.

Portions of the content on the BusMag.com Web site may mirror the printed magazine while other items may not. In particular, the Web site provides a means to post news, research and developments quicker than they could appear in print. It also provides a means to offer articles and news that could not be included in print.

Advertising opportunities for 2015 are as follows. All are on a “first come, first served” basis pending availability.

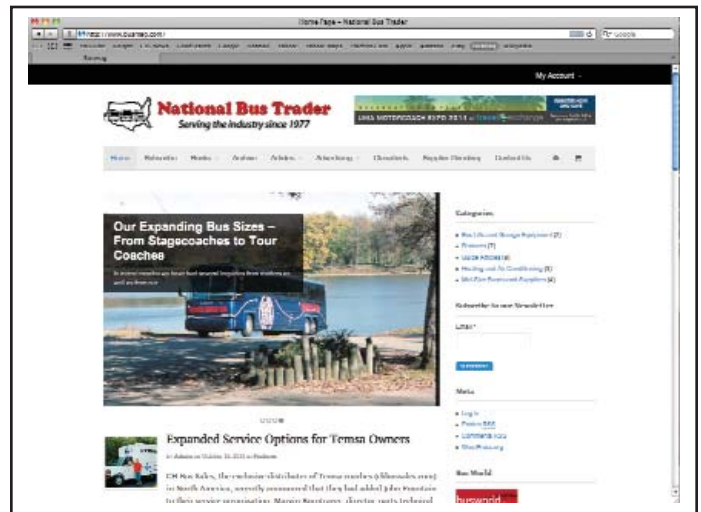
### Home Page Advertising (per one-month “issue” period)

**468 x 60 pixels Top Banner Ad**  
1x \$699      6x \$549      12x \$399

**200 x 400 pixels Side Skyscraper Ad**  
1x \$499      6x \$399      12x \$319

**Online Editorial Feature**  
\$500 for one month. Includes photos.

**Supplier Directory**  
\$200 for one year.



### Archived Articles Page (per one-month “issue” period)

**200 x 400 pixels Side Skyscraper Ad**

1x \$319      6x \$219      12x \$179

Converting print article to a PDF file and including on the Archives Articles Page: \$500.

