

Founded by bus owner operators.  
Serving the Bus Industry since 1977.

# National Bus Trader 2020 Media Kit

Featuring New Online Offerings



## National Bus Trader

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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.

Larry Plachno set a new industry record of editing a bus magazine for 40 years involving more than 700 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.



**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

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.



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 in a campground in New Jersey.

## Rate Card #22 • Advertising Rates Effective July 1, 2019

Rates are in US Dollars

| Size                | B & W 12x | B & W 6x | B & W 1x | 4-Color 12X | 4-Color 6x | 4-Color 1X |
|---------------------|-----------|----------|----------|-------------|------------|------------|
| Full Page           | \$1,600   | \$1,700  | \$1,800  | \$1,800     | \$2,000    | \$2,200    |
| 2/3 Page            | 1,320     | 1,400    | 1,480    | 1,480       | 1,640      | 1,800      |
| 1/2 Island          | 1,320     | 1,400    | 1,480    | 1,480       | 1,640      | 1,800      |
| 1/2 Page Horizontal | 890       | 950      | 1,010    | 1,010       | 1,130      | 1,250      |
| 1/3 Page            | 660       | 700      | 740      | 740         | 820        | 900        |
| 1/4 Page            | 520       | 550      | 580      | 580         | 640        | 700        |
| 1/6 Page            | 380       | 400      | 420      | 420         | 460        | 500        |
| 1/12 Page           | 240       | 250      | 260      | 260         | 280        | 300        |
| Spread              | 2,440     | 2,600    | 2,760    | 2,760       | 3,080      | 3,400      |

### Production Requirements

**Printing:** Web offset

**Trim Size:** 8.5 x 10.875 inches. Three 14-pica columns per page. Keep live matter at least 1/4-inch from trim.

**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) | \$200 |
| Second Cover (inside front) | 150   |
| Third Cover (inside back)   | 100   |
| 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   | 11½•  |
| Full page bleed•        | 8¾    | 11½•  |
| 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    |

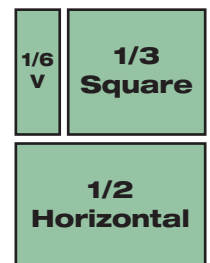
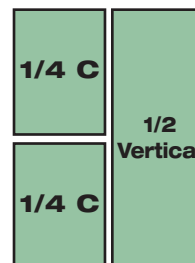
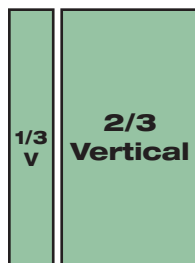
• 10.875 trim size

\* Must be on a 8¾ x 10.875 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.





## 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.

### 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 or e-mail to your account executive.

### 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, digital photos and typewritten copy.

### 6. Reader Service Card

Current advertisers with a display ad of one-half page

or more are included on the reader service card. 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.

### 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 $\frac{1}{2}$ " x 10-7/8" trim size.

## 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.

**2020 Editorial Calendar**

|           |  |
|-----------|--|
| January   | UMA Show Issue / Distributed at ABA 2020 Marketplace in Omaha.                             |
| February  | Distributed at Heartland Travel Showcase in Lansing.                                       |
| March     | Review of the Bus Market   |
| April     | Electric Buses / Alternative Fuel and Hybrid Vehicles                                      |
| May       | Collision, Repair, Bus Parts, Windows and Glass  |
| June      | Insurance, Leasing and Finance   |
| July      | Annual Conversion Issue / Wraps, Painting, Refurbishing, Interior Electronics              |
| August    | Seating, Seat Belts, Seat Fabrics, Flooring and Sidewalls, Wheelchair Lifts and Restraints |
| September | Distributed at BusCon 2020 Indianapolis – Mid-Size Buses and Suppliers                     |
| October   | Public Transportation and Suppliers. Themed Buses  |
| November  | Tires, Wheels, Braking Systems, Axles and Steering   |
| December  | All major components. Distributed at trade shows early in the year.                        |

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**

| <b>Issue</b> | <b>Editorial Material</b> | <b>Guide Article</b> | <b>Ad Space Due</b> | <b>Ad Material Due</b> |
|--------------|---------------------------|----------------------|---------------------|------------------------|
| 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

### 1. 200 x 400 Pixel Special Page Skyscraper Ad

Price: 1x - \$400, 6x - \$300, 12x - \$250 (rate per insertion)  
Length of Exposure: 1 month (per insertion)  
Location: Side bar, special page  
What should be submitted: 200 x 400 pixel digital ad and hyperlink

### 2. Online Special Page Editorial

Price: 1x - \$500, 6x - \$400, 12x - \$350  
Length of Exposure: 1 month  
Location: Special page  
What should be submitted: 500 words, 2-3 photos

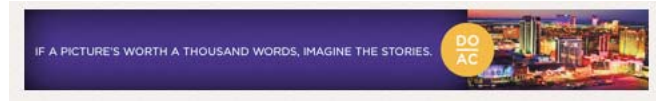


### 3. 200 x 400 Pixel Home Page Skyscraper Ad

Price: 1x - \$600, 6x - \$500, 12x - \$450 (rate per insertion)  
Length of Exposure: 1 month (per insertion)  
Location: Side bar, home page  
What should be submitted: 200 x 400 pixel digital ad and hyperlink

### 4. 468 x 60 Pixel Banner Ad

Price: 1x - \$700, 6x - \$600, 12x - \$450 (rate per insertion)  
Length of Exposure: 1 month (per insertion)  
Location: Top of all pages  
What should be submitted: 468 x 60 pixel digital ad and hyperlink



### 5. Online Home Page Editorial Feature

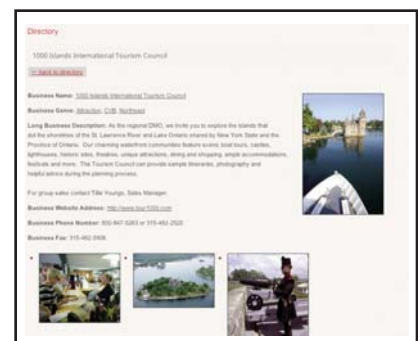
Price: 1x - \$700, 6x - \$600, 12x - \$450 (rate per insertion)  
Length of Exposure: 1 month (per insertion)  
Location: Home Page  
What should be submitted: 750 to 1,000 words and up to 5 photos

### 6. Embedded Video

Price: 1x - \$500, 6x - \$400, 12x - \$350 (rate per insertion)  
Length of Exposure: 1 month (per insertion)  
Location: Special page or other  
What should be submitted: Video on Youtube, link to video, and 100 words.

### 7. Supplier Directory

Price: 1x - \$400  
Length of Exposure: 1 year  
Location: Supplier Directory Page  
What should be submitted: 400 words and up to 5 photos, hyperlink, phone number, fax number, e-mail contact.



### 8. E-Mail Blast

Price: 1x - \$1,500, 6x - \$1,300, 12x - \$1,100  
Length of Exposure: One per charge  
Location: Internet  
What should be submitted: Full page PDF w/desired hyperlink Includes one performance report



## BusMag.com - ROI Options

Some of our advertising partners asked for ways to track response, clicks and interest. As a result, the following options are initially being offered. If there is interest, additional options may be available on the future.

### 1. Special Page ROI Package

**Includes:** This is a basic ROI monthly package that takes a standard color print ad (1x, 6x or 12x) in both print and digital editions and adds both an online Special Page Skyscraper Ad plus an online Special Page editorial with a performance report covering the online items.

**Length of Exposure:** 1 month (per insertion)

**What should be submitted:** Print ad digital file, 200 x 400 pixel Skyscraper digital file and 500 words plus 2-3 photos.

**Price plus regular color ad price:** 1x - \$900, 6x - \$700, 12x - \$600 (rate per insertion).

### 2. Home Page ROI Package

**Includes:** This is a basic ROI monthly package that takes a standard color print ad (1x, 6x or 12x) in both print and digital editions and adds both an online Home Page Skyscraper Ad plus an online Home Page editorial with a performance report covering the online items.

**Length of Exposure:** 1 month (per insertion)

**What should be submitted:** Print ad digital file, 200 x 400 pixel Skyscraper digital file and 750-1,000 words plus 3-5 photos.

**Price plus regular color ad price:** 1x - \$1,300, 6x - \$1,100, 12x - \$900 (rate per insertion).

### 3. Sponsor of the Issue ROI Package

**Includes:** This takes a full page color print ad from the magazine (1x, 6x or 12x) and places it in front of the monthly digital issue as sponsor of that issue. A performance report will be provided on your ad at the front of the digital magazine.

**Limitation:** Since there is only one sponsor for each issue, this is offered only as a first come, first served basis.

**What should be submitted:** Full page print ad digital file.

**Price plus regular full page color ad price:** 1x - \$1,500, 6x - \$1,260, 12x - \$1,020 (rate per insertion).

### 4. Stand Alone ROI Package

**Includes:** This offers an online special page Skyscraper ad plus a special page Editorial with a performance report without the need to include print advertising.

**Length of Exposure:** 1 month (per insertion)

**What should be submitted:** 200 x 400 pixel Skyscraper digital file and 750-1,000 words plus 3-5 photos.

**Price per issue:** 1x - \$1,200, 6x - \$1,100, 12x - \$1,000 (rate per insertion).

Other packages can be made available to suit your particular needs. See your Account Executive for details.

## New On Line & Digital

*National Bus Trader* recently began offering a digital edition online at [www.busmag.com](http://www.busmag.com) for domestic and foreign readers who do not wish to wait for the print edition to arrive. This includes the same articles and advertising as the print magazine. We plan to offer additional features in the future.

In addition, *National Bus Trader* offers an expanded Web site at [www.busmag.com](http://www.busmag.com) that includes a supplier directory as well as specialized sections for various industry products and segments.

This page shows our new ROI offerings for our advertising partners who would like to document response, test results between different ads or compare different options. Please let us know what additional items you would like to see.