

# BUS TOURS

Magazine

2019 Media Kit

## Print, Digital and Online Opportunities

*Proud to have editorial staff with bus operation and group tour planning experience dating back to the 1960s.*



## Bus Tours Magazine

9698 W. Judson Road ■ Polo, Illinois 61064

Phone: (815) 946-2341

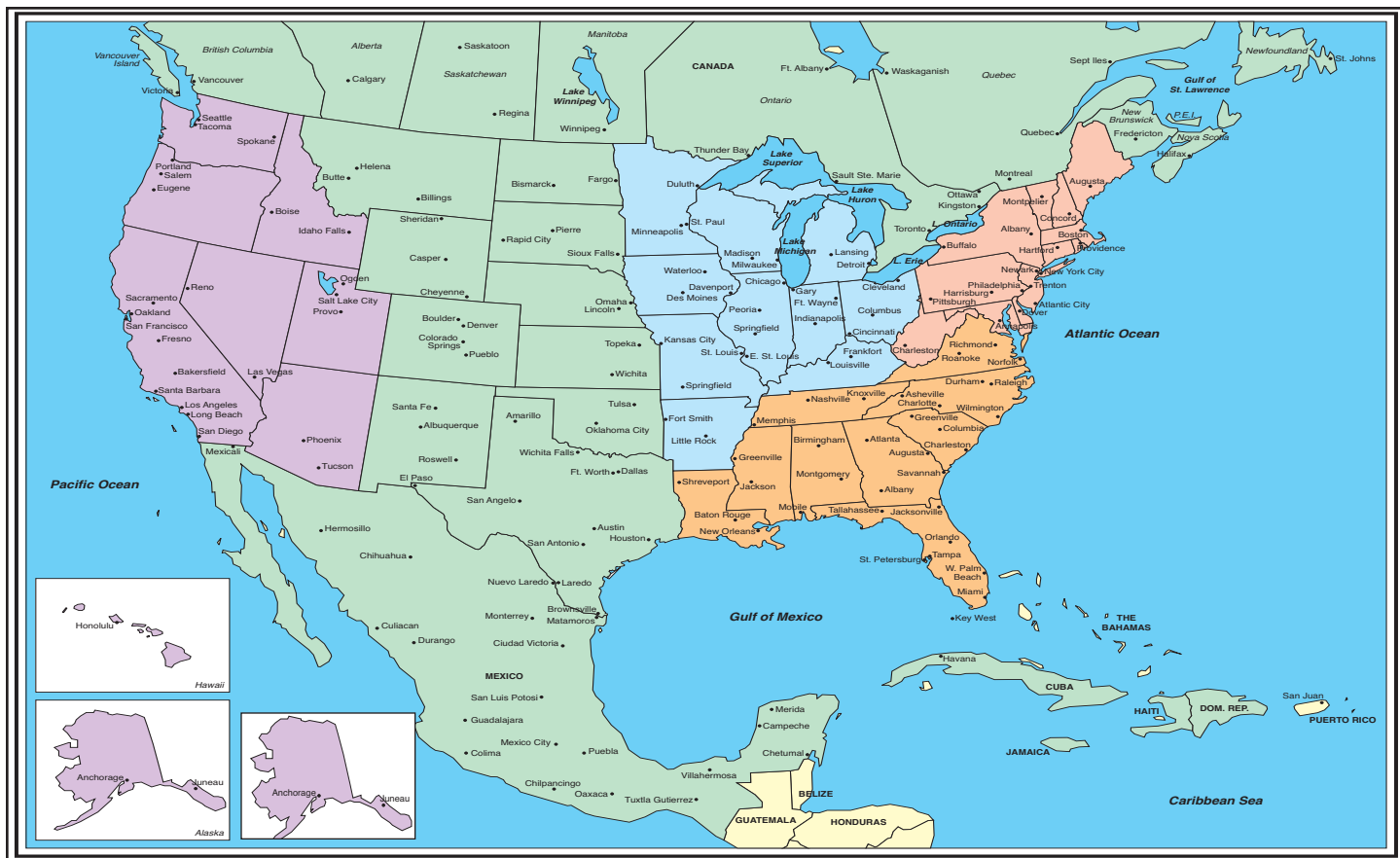
Fax: (815) 946-2347

[www.BusToursMagazine.com](http://www.BusToursMagazine.com)



*Serving bus and group tour planners since 1979*

# Circulation Information



## West

Alaska  
 Arizona  
 California  
 Hawaii  
 Idaho  
 Nevada  
 Oregon  
 Utah  
 Washington

[west@busmag.com](mailto:west@busmag.com)

## Central/Int

Colorado  
 Kansas  
 Montana  
 Nebraska  
 New Mexico  
 North Dakota  
 Oklahoma  
 South Dakota  
 Texas  
 Wyoming  
 Canada

[central@busmag.com](mailto:central@busmag.com)

## Midwest

Arkansas  
 Illinois  
 Indiana  
 Iowa  
 Kentucky  
 Michigan  
 Minnesota  
 Missouri  
 Ohio  
 Wisconsin

[midwest@busmag.com](mailto:midwest@busmag.com)

## Southeast

Alabama  
 Florida  
 Georgia  
 Louisiana  
 Mississippi  
 North Carolina  
 South Carolina  
 Tennessee  
 Virginia

[southeast@busmag.com](mailto:southeast@busmag.com)

## Northeast

Connecticut  
 Delaware  
 Maine  
 Maryland  
 Massachusetts  
 New Hampshire  
 New Jersey  
 New York  
 District of Col.  
 Pennsylvania  
 Rhode Island  
 Vermont  
 West Virginia

[tourgroups@busmag.com](mailto:tourgrouops@busmag.com)

**Total Print Readership: 20,000+**

**Total Digital Readership: 2,500+**

Additional copies are printed and distributed  
 at trade shows and conventions.

# 2019 Editorial Calendar



*Bus Tours Magazine* strives to provide individuals in the bus and group tour planner industry with information on locations that are suitable for inclusion in

successful, entertaining and marketable group tours.

Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in its field. Our management and editorial staff have decades of experience in bus tour planning as well as bus ownership and operation going back to the 1960s. As the saying goes, we have been there and done that.

*Subject to Change*

## January/February 2019

*Special:* **Historical Attractions & Museums**  
*Special:* **Hub & Spoke Tours**  
*Guide:* **Student & Senior Tours**  
*Guide:* **Stops Along the Way**  
*Featured Sections:* **Regional Roundup**

**Advertisers Note:** *Catalogs are complete and tour planners are now looking for new ideas. A great time to solicit for fall foliage, autumn and holiday tours.*

Deadlines: Insertion: 11/30/18 - Material: 12/07/18

## March/April 2019

*Special:* **Entertainment & Shows**  
*Special:* **Specialty Tours**  
*Guide:* **Rail & Sail**  
*Guide:* **Gaming**  
*Featured Sections:* **Regional Roundup**

**Advertisers Note:** *Tour planners are now looking for new ideas. This is a good time to solicit for fall foliage, autumn, holiday and next year's spring tours.*

Deadlines: Insertion: 01/31/19 - Material: 02/07/19

## May/June 2019

*Special:* **Winter Tour Ideas**  
*Special:* **Historical Attractions & Museums**  
*Guide:* **Shopping, Dining & Lodging**  
*Guide:* **Student & Senior Tours**  
*Featured Sections:* **Regional Roundup**

**Advertisers Note:** *Bus tour planners are finalizing autumn and holiday tours and are starting work on spring and summer tours for next year.*

Deadlines: Insertion : 03/30/19 - Material: 04/07/19

## July/August 2019

*Special:* **Patriotic Attractions**  
*Special:* **Hands-On & Niche Tours**  
*Guide:* **Gaming**  
*Guide:* **Rail & Sail**  
*Featured Sections:* **Regional Roundup**

**Advertisers Note:** *Bus tour planners start planning for next year. This is a great time for being the first to get exposure to tour planners.*

Deadlines: Insertion: 05/31/19 - Material: 06/07/19

## September/October 2019

*Special:* **Places for Summer 2020**  
*Special:* **Entertainment & Shows**  
*Guide:* **Shopping, Dining & Lodging**  
*Guide:* **Student & Senior Tours**  
*Featured Sections:* **Regional Roundup**

**Advertisers Note:** *Tour planning is in high gear for next year. An excellent time to get your name in front of tour planners.*

Deadlines: Insertion: 07/31/19 - Material: 08/07/19

## November/December 2019

*Special:* **Faith Based Attractions**  
*Special:* **Historical Attractions & Museums**  
*Guide:* **Gaming**  
*Guide:* **Rail & Sail**  
*Featured Sections:* **Regional Roundup, See us at the Shows**

**Advertisers Note:** *Tour planners are looking for last-minute ideas to round out their tour programs for next year.*

Deadlines: Insertion : 09/30/19 - Material: 10/07/19

**Issues contain "New, Improved and Different," "Regional Roundup" and articles on other topics.**

Contact your Account Executive for Editorial Deadlines.

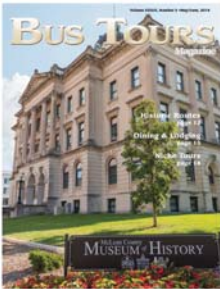
# Print Advertising Rates

## Full Color Rates



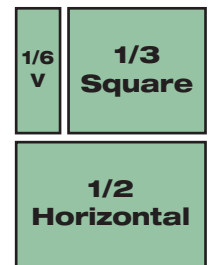
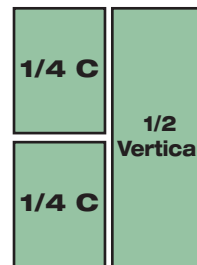
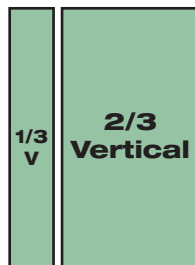
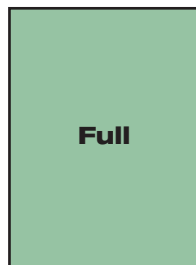
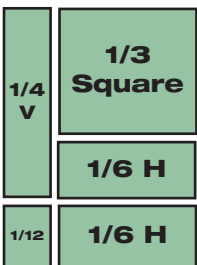
Size		1x	3x	6x
2-Page Spread		\$ 5,320	\$ 4,040	\$ 3,400
Full Page		\$ 3,500	\$ 2,700	\$ 2,300
2/3 Page		\$ 2,760	\$ 2,120	\$ 1,800
1/2 Page Vertical		\$ 2,220	\$ 1,740	\$ 1,500
1/2 Page Horizontal		\$ 2,220	\$ 1,740	\$ 1,500
1/3 Page	Square or Vert	\$ 1,680	\$ 1,360	\$ 1,200
1/4 Page	Conv or Vert	\$ 1,410	\$ 1,170	\$ 1,050
1/6 Page	Vert or Horiz	\$ 1,140	\$ 980	\$ 900
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per</i> insertion.				

## Covers & Preferred Positioning



Size		1x	3x	6x
4th Cover	Outside Back	\$ 4,200	\$ 3,400	\$ 2,700
2nd Cover	Inside Front	\$ 4,100	\$ 3,300	\$ 2,600
3rd Cover	Inside Back	\$ 4,000	\$ 3,200	\$ 2,500
Preferred Position		15% add'l	15% add'l	15% add'l
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per</i> insertion.				

## Mechanical Specifications



Full Page .....8.5" x 10.875"  
 Full Page Bleed.....9.0" x 11.5"\*  
 2/3 Page .....4.75" x 10"  
 1/2 Page Vertical .....3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"  
 1/3 Page Vertical .....2.25" x 10"  
 1/3 Page Square .....4.75" x 4.75"  
 1/4 Page Vertical .....2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"  
 1/6 Page Vertical .....2.25" x 4.75"  
 1/6 Page Horizontal...4.75" x 2.25"  
 1/12 Page .....2.25" x 2.25"

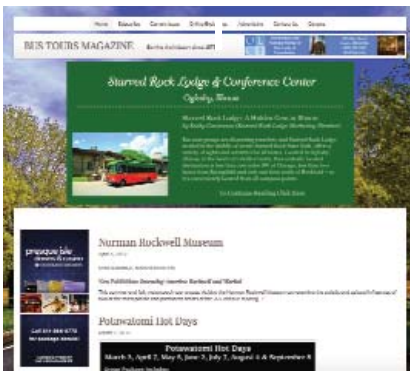
\* Based on 8.5 x 10.875" trim size  
 Advertising and Design Service Available

# Digital Advertising Rates

## Home Page Advertising

Rates Are Charged Per Insertion

Our engaging home page features premium positioning for advertisers. Your property will receive instant recognition from group tour planners seeking access to fresh planning ideas.



## Featured Areas of the Issue

1x - \$1,000    3x - \$850    6x - \$700

Highlight your entire area for two months with maximum visibility. This page is linked directly from the home page.

## Online Editorial

1x - \$630    3x - \$540    6x - \$450

Editorial is live on home page for two months (one issue) then archived to respective online regional page.

## Skyscraper Ad 200 X 400 pixel

1x - \$330    3x - \$290    6x - \$250

(Viewable in sidebar on most pages of website)

## Banner Ad 468 X 60 pixel

1x - \$630    3x - \$540    6x - \$450

(Viewable in header on all pages of website)

## Online Regional Editorial

1x - \$430    3x - \$380    6x - \$330

Trying to target regionally? Our "Regional Editorial Feature" presents a great opportunity to market your property or area to planners gathering information about your particular region.

## Sample Tour Itineraries

1x - \$630    3x - \$540    6x - \$450

## Embedded Video

1x - \$500    3x - \$440    6x - \$370

## Calendar of Events

1x - \$630    3x - \$540    6x - \$450

## Online Exclusives

Rates Are Charged Per Insertion



## Interactive Digital Edition

Rates Are Charged Per Insertion

The interactive digital edition of *Bus Tours Magazine* is compatible with iPhones, iPads, Blackberrys, Android phones, computers and other smart phones and tablet devices. This version is available for free download on [www.BusToursMagazine.com](http://www.BusToursMagazine.com).

## Sponsor the Issue

1x - \$1,500

3x - \$1,260

6x - \$1,020

Issue sponsors receive a full page ad opposite of the front cover.

Every online reader will see your ad.

## Linked Video

1x - \$200

3x - \$135

6x - \$130

Link your ad in our digital edition of the Magazine directly to your website or video.

## Hyperlinked Ad

1x - \$100

3x - \$65

6x - \$60

# Digital Advertising Rates

We would like to invite you to participate in our Online Supplier Directory.

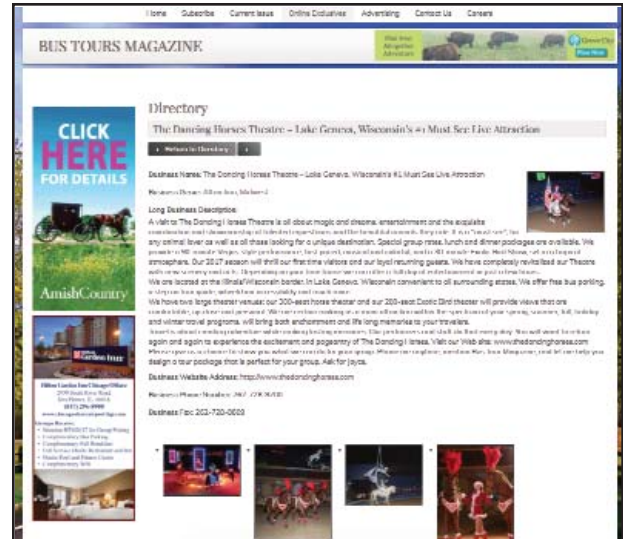
The cost is a mere \$249 for an entire year in the directory. This includes a 400-word description of your property/location and the perks you offer group tour operators, up to five photos and group sales contact information so tour operators can reach you directly.

The information we need for your listing is the following:

- Name on listing
- Description (What you do, group incentives, etc.)
- Web site address
- Phone number
- Fax number
- Group sales contact (e-mail)
- Images of your property/location (up to 5)

Your BTM Supplier Directory Listing can be linked directly to your Web site to prompt immediate buying action.

## Supplier Directory



## Additional Information

### Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of advertisement. Advertising which is considered detrimental to the bus tour industry or contrary to policies of *Bus Tours Magazine* is not acceptable. Submitted advertisements that show no definitive border may have a border added at the sole discretion of the *Bus Tours Magazine* staff.

### Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient space to warrant a lower rate than that at which they have been charged. Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billing has been based.

### 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.

### Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1.5% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

### Cancellations

Cancellations and changes must be in writing and none is considered accepted unless confirmed in writing by the publisher. Verbal cancellations are not acceptable under any circumstances. Cancellations and changes in insertion orders will not be accepted after the closing date. Advertising in preferred positions and covers is not cancellable.