



National Bus Trader 2021 Media Kit

Founded by bus owner-operators • Serving the bus industry since 1977

Now Digital to better serve the Bus Industry



National Bus Trader

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

Now Digital to Better Serve the Bus Industry

Founded in 1977, *National Bus Trader* has been the longest running monthly magazine in the bus industry. With the November, 2020 issue, *National Bus Trader* completed 43 years of publication. During that time we have seen the bus industry survive the fuel crisis of 1979, the recession of 1991 and the tragedy of 9/11/01. But the current pandemic is unprecedented and has had a devastation impact on the bus industry.

Never before has the bus and hospitality industry been faced with a situation like this. Some attractions have been able to reopen by requiring guests to wear masks and some buses have been modified so they can safely be used with smaller groups. But the overall impact of the pandemic has been unprecedented and devastating. One source says that more than 400 bus operations have shut down in 2020 and the remainder are struggling to survive.

The experts recommend continued marketing in a recession to let customers know you are here for them. In addition, marketing will be very important in 2021 as market share changes during the pandemic,

Because of the pandemic, we were faced with two choices: one was to quit entirely while the other was to switch to a digital format. We have elected to continue to support the industry with a digital format. This is not necessarily something new since many readers and advertisers have recommended for several years that we keep up with the times and go digital. Our sister publication, *Bus Tours Magazine*, has offered a digital version since 2003.

Readers will appreciate the fact that with eliminating the need for printing and mailing, the digital edition can be available as much as two weeks earlier. Another major advantage is that with many people now working outside of the office, the digital edition can be sourced from home, from the office and even while on the road. Going digital will eliminate the need for address changes when moving.

Advertisers will appreciate the fact that in going digital, we can reduce rates while substan-

tially increasing circulation. The biggest factor that forced us into going digital is that many industry suppliers were unable to continue marketing because of the price of printing. Reduced costs of digital will allow them to advertise for less while working on increasing market share in 2021.

Another major advantage in going digital is that we can hyperlink digital ads to your Website, bus page or order page . . . thus taking advantage of immediate response from readers.

There are also other advantages. Going digital will eliminate the problems of mailing copies to readers in Canada and foreign countries. The digital format will also eliminate the need to edit things down to a specific number of pages in every issue to fit on the printing press. This will provide more leeway to include material and in offering more articles and more pages.

We ask your patience while we make these changes.

Digital issues will be available on our Website at www.busmag.com. Free issues will be available to everyone.

Paid subscribers who have not given us their e-mail address should send an e-mail to readers@busmag.com so they can be included.

Thank you for your past support and for working with us as we move into the future of the bus industry.



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 #23 • Digital Advertising Rates Effective January 1, 2021

Rates are in US Dollars

Size	Color 12x	Color 6x	Color 1x
Full Page	\$900	\$1,000	\$1,100
2/3 Page	740	820	900
1/2 Island	740	820	900
1/2 Page Horizontal	505	565	625
1/3 Page	370	410	450
1/4 Page	290	320	350
1/6 Page	210	230	250
1/12 Page	130	140	150
Spread	1,380	1,540	1,700

Hyperlinks

Hyperlinks are the ultimate in reader response. For a charge of only \$100 per issue, we can hyperlink your digital advertisement to your preferred Website, Web bus page or Web order page. When readers click on your ad, they will be taken to the page you designate.

PDF Files

Articles and ads are also available as separate PDF files that you can place on your Website, attach to e-mails or make available to your customers and potential customers. Rates vary by size.

Production Requirements

Trim Size: 8.5 x 11 inches. Three 14-pica columns per page. Keep live matter at least 1/4-inch from edge.

Digital Submissions: Preferred: CMYK, 300 dpi. 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.

Covers and Preferred Positions

Charges per insertion

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	3¾	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	3¾	4¾
1/6 page vertical	2¾	4¾
1/6 page horizontal	4¾	2¾
1/12 page	2¾	2¾

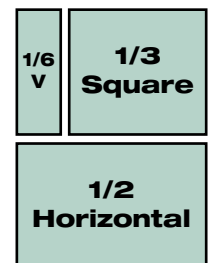
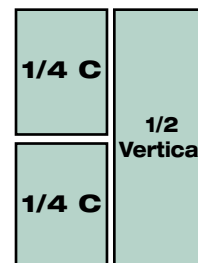
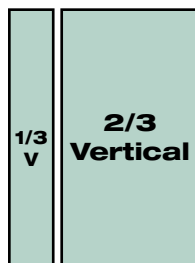
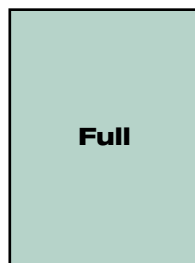
• 11-inch trim size

* Must be on a 8½ x 11 document layout

Issuance and Closing Dates

Issue	Space Due	Material Due
January	December 1*	December 7*
February	January 1*	January 7*
March	February 1*	February 7*
April	March 1*	March 7*
May	April 1*	April 7*
June	May 1	May 7
July	June 1	June 7
August	July 1	July 7
September	August 1	August 7
October	September 1	September 7
November	October 1	October 7
December	November 1	November 7

* Deadlines may be delayed on the initial digital issues while the staff catches up.



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

This may be limited to first-come, first-served.



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. Hyperlink

Price: 1x - \$100, 6x - \$90, 12x - \$80

Length of Exposure: One month/issue

Location: Links your digital ad to the Website of your choice

What should be submitted: URL of the Web page to be linked to your advertisement



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. Available to readers on or about the first week of the month of cover date. Deadline for insertion orders is the first day of the preceding month. Some of the issues in early 2021 may be delayed because of the transition to digital.

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 first of the preceding month). Advertising in preferred positions is not cancellable. 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. Hyperlinks

For an extra charge of \$100 per issue, digital ads will

be given a hyperlink to the Website, Web page or order page of your choice. Readers can then click on your ad and be taken to the page you designate.

7. Circulation and Market

National Bus Trader circulates to bus owners, private and public 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.

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.

Reader Survey

Relationship to the Industry

More than 70 percent of readers indicated that they were a commercial public 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 or information, 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 read *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.

2021 Editorial Calendar

Editorial is subject to change based on submitted material and giving priority to more important material for the bus industry.

January	Virus safety products and systems
February	Public Transportation and Suppliers. Themed Buses
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	Mid-Size Buses and Suppliers
October	Tires, Wheels, Braking Systems, Axles and Steering
November	Transit Operations
December	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.

See your *National Bus Trader* account executive to ask about:

- Submitting information for an article on your company
- Submitting possible cover photos
 - Advertising Rates
- Hyperlinks between your advertise and Website page for immediate reader response
 - Special items such as Digital Videos
 - PDF copies of articles
 - A listing in our supplier directory



Go to the *National Bus Trader* Website at

www.busmag.com
for

- Current Issues
- Online Editorial
- Supplier Directory
- Archived PDF Articles