



Serving the Bus Industry since 1977

National Bus Trader 2022 Media Kit

Founded by bus owner-operators • Digital to serve you better



National Bus Trader
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Web Site: <http://www.busmag.com>
 Visit our Web Site for subscriptions, downloadable information, advertising information, and past articles

Advantages of the Digital Edition

To better serve readers because of the pandemic, *National Bus Trader* switched to a digital format starting with the January, 2021 issue. This is not necessarily something new since our sister publication, *Bus Tours Magazine* has offered a digital edition since 2003.

While some people have indicated that they miss the printed edition, more have found that the digital edition works better for both readers and advertisers. Here are a list of advantages of the digital edition.

- *National Bus Trader* 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.
- 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 appreciate the fact that in going digital, we can reduce rates while substantially increasing circulation.
- Going digital will eliminate the problems of mailing copies to readers in Canada and foreign countries.
- Another major advantage in going digital is that we can link digital ads to your Website, bus page or order page . . . thus taking advantage of immediate response from readers.
- 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.
- Incidentally, for those who want to print articles or archive issues, note that you can download a PDF file of each issue by clicking on the downward pointing arrow in the upper left when you first open each issue.

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

Happy Birthday to National Bus Trader



Originally founded in 1977 as a small “trader” publication to facilitate used bus sales, *National Bus Trader* grew into a color trade publication specializing on the equipment end of the industry. Over the years we have survived the fuel crisis of 1979, the recession of 1991 and the problems of 9-11 as well as the usual industry ups and downs.

We were among the first to publish articles on electric buses and to announced new models as they become available. There have been more than 520 monthly issues since *National Bus Trader* was founded in 1977.

Today, *National Bus Trader* continues to serve the bus industry. We welcome your news releases and look for material for articles on bus companies. We provide a marketing platform for those selling into the bus industry and offer to develop technical or special articles for our readers. In 2022, *National Bus Trader* will celebrate 45 years of publication.



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

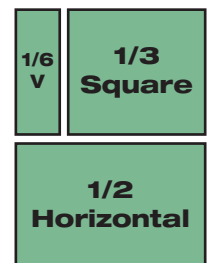
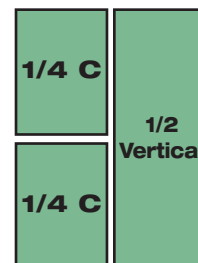
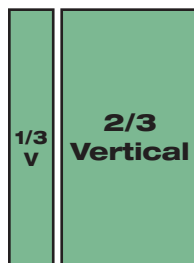
• 11-inch trim size

* Must be on a 8½ x 11 document layout

Issuance and Closing Dates

Issue	Space Due	Material Due
January	December 12	December 20
February	January 12	January 20
March	February 12	February 20
April	March 12	March 20
May	April 12	April 20
June	May 12	May 20
July	June 12	June 20
August	July 12	July 20
September	August 12	August 20
October	September 12	September 20
November	October 12	October 20
December	November 12	November 20

Deadlines may change because of holidays or special events.



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. Pick Special Page desired: Coach, Transit & Small Bus, Electric Buses, Conversions or Supplies.



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, choice of special page.

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

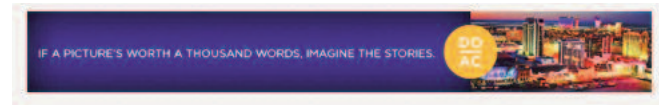
4. 468 x 60 Pixel Banner Ad

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. Online 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. Sponsor of the Digital Issue

Price: 1x - \$2000

Length of Exposure: One month/issue (First come, first served.)

Location: Full page notice and full page ad at the front of the digital issue.

What should be submitted: Full page ad and suggestions for the following notice page

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. To better serve readers during the pandemic, *National Bus Trader* went digital in January of 2021.

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 many readers tell us that they prefer to read *National Bus Trader* at home because the articles are long, interesting and sometimes 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.