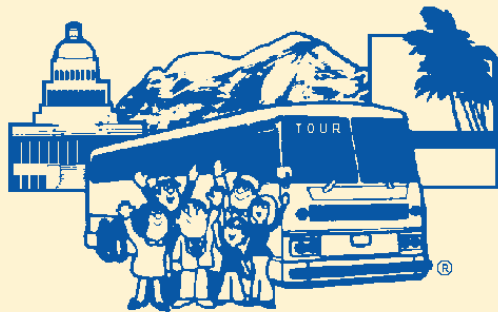


Bus Tours Magazine

**The magazine of bus tours and long distance charters
Founded in 1979**



Special changes for 2005

As bus tour activity increases, many of our advertisers are trying to get an increased share of the bus and group tour market on a limited budget. To better serve the bus tour industry, *Bus Tours Magazine* has decreased rates in 2005 and has set much of our 3x and 6x color rates for larger ads equal to typical black & white rates elsewhere.

2005 Media Kit

Issued August 15, 2004

Rates Effective with the January/February 2005 Issue

Bus Tours Magazine

9698 W. Judson Road • Polo, Illinois 61064

Phone: 815.946.2341 • Fax: 815.946.2347

Advertising Sales:

Central/East – Beckie Grove -bustours@busmag.com - (815) 946-2341

Midwest – Bill Kaprelian - Bill@Kaprep.com - (630) 584-5333

West – Dick Bublitz - dick-rcb@juno.com - (800) 485-5029

Canada/International – Beckie Grove - touradv@busmag.com - (815) 946-2341

Web Site:

<http://www.bustoursmagazine.com>

*Visit our Web Site for advertising information, subscription information,
and downloadable copies of Bus Tours Magazine*

Bus Tours Can be Your Gold Mine

It was nearly two decades ago that we started our "What Has 100 Legs and Spends Money?" campaign to create interest in marketing to bus tour planners. The advantages have not changed substantially over the years. Bus tours continue to be the fastest-growing segment of the tourism business and the numbers only keep getting better.

In the United States, it is said that each bus tour group generates from \$6,000 to \$10,000 daily in sales and business of various types. In Canada, the Ontario Motor Coach Association* suggests \$10,000 CDN daily, which is right in that same ballpark given current exchange rates.

The OMCA has also indicated that CN Tower in Toronto has been visited by as many as 7,000 motorcoaches annually. Ottawa, Canada's capital, has been

* Ontario Motor Coach Association, 4141 Yonge St., Ste. 306, Toronto, Ontario M2P 2A8. (416) 229-6622. www.omca.com.

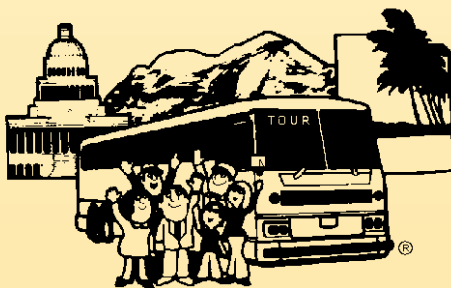


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What has 100 Legs and Spends Money?

the destination for as many as 13,000 motorcoaches in a year. However, Niagara Falls has hosted as many as 43,000 motorcoaches annually. A 45-foot coach carries 55 or 56 tour passengers. If you figure on 50 passengers per group that would amount to as many as 2,150,000 bus tour patrons annually. If you count on two days at \$8,000 per day, those 43,000 motorcoaches were responsible for spending somewhere around \$688,000,000.

Do these numbers impress you? Would you like to bring bus tours to your location? You could build your own spectacular waterfall. However, there is an easier way to bring in bus tour groups. You can place your advertisement in *Bus Tours Magazine* to let tour planners know what you have to offer and that you are interested in their business. With our lower rates and multiple time discounts, your bus tour marketing becomes a bargain. Give us a call today.



Bus Tours Magazine

9698 W. Judson Road • Polo, Illinois 61064
Phone: (815) 946-2341 • Fax: (815) 946-2347

Please visit our Web site at
www.bustourismagazine.com
for a list of advertising representatives

General Advertising Rates

Rates are in US Dollars	B & W	B & W	B & W	4-Color	4-Color	4-Color
Size	1x	3x	6x	1X	3X	6X
Full Page	\$1,570	\$1,480	\$1,295	\$2,375	\$2,000	\$1,750
2/3 Page	1,188	1,000	875	1,615	1,520	1,330
1/2 Island or vertical	1,188	1,000	875	1,615	1,520	1,330
1/2 Page horizontal	900	760	665	1,520	1,280	1,120
1/3 Page	600	520	455	1,105	1,040	910
1/4 Page	500	430	335	950	900	795
1/6 Page	325	285	255	815	765	675
1/12 Page	175	155	135	720	680	590
Spread	3,160	2,965	2,320	3,350	3,160	2,765

Color Rates

Black plus one color (standard) per page	\$250
Black plus one color PMS per page	\$350

- Standard color is one color, publisher's choice.
- Extra charges apply for Day-Glo and metallic inks.

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

Covers and Preferred Positions

Charges per insertion (4 color only)	3x	6x
Fourth Cover (outside back)	\$2,400	\$2,150
Second Cover (inside front)	2,200	1,950
Third Cover (inside back)	2,100	1,850
Preferred Position	15%	15%

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

Issuance and Closing Dates

Issue	Space Due	Material Due
January/February	November 30	December 7
March/April	January 31	February 7
May/June	March 31	April 7
July/August	May 31	June 7
September/October	July 31	August 7
November/December	September 30	October 7

Production Requirements

Printing: Sheet fed offset

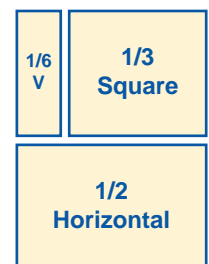
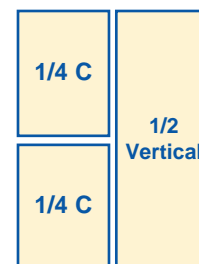
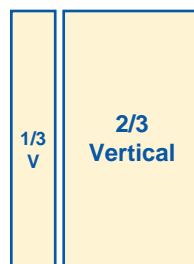
Trim Size: 8½" x 11". Three 14-pica columns per page.

Screens: 133 line screen is preferred.

Live Material: Keep at least ¼" from trim.

Four Color Process: Use SWOP standards for materials and ink. Ink rotation is: red, yellow, blue, black. Limit four-color coverage to 280%.

Setting Insertion of Key Numbers: Extra charges are applicable and publisher will not assume liability for key numbers which must be set and inserted by publisher.



Circulation and Market

BUS TOURS MAGAZINE offers concentrated circulation and distribution to individuals and firms that plan and arrange motorcoach tours and long distance motorcoach charters in the United States and Canada.

Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of an advertisement. Advertising which is considered detrimental to the bus tour industry or contrary to policies of BUS TOURS MAGAZINE is not acceptable.

15% Agency Commission

15% commission on display advertising to recognized advertising agencies who perform all agency services and when payment is made within 30 days. No agency commission is allowed on past due invoices. In the event of non-payment, publisher will hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to publisher.

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 is not cancelable

Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of their 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 their 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.

General Advertising Information

Typesetting and Design Service

Advertisers who do not qualify for an agency discount are eligible for a reasonable amount of typesetting and design work by publisher without an additional charge. Submit sketch, logos, layout, or typewritten copy.

Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1 1/2% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

Acceptable Printing Materials

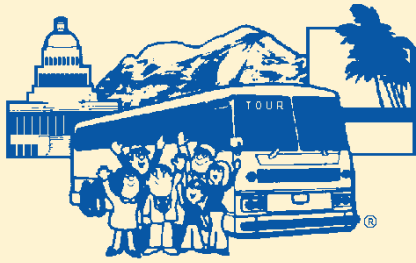
- 1) Advertising submissions should be in digital format. We are able to accept ads on CD ROM or Zip disk.
- 2) Embedded EPS, Press Optimized PDF, QuarkXpress 4.1, Jpeg or EPS in Macintosh format.
- 3) Non-embedded formats should be submitted with all images, screen & printer fonts included.
- 4) Scanned material should be high resolution (300 dpi or more). Tiff or EPS scans are preferred since they provide more quality than JPEG.
- 5) Negatives can be converted to digital for an additional charge.

Send materials to: BUS TOURS MAGAZINE, 9698 W. Judson Road Polo, IL 61064

Additional charge (minimum \$25) for art and photographs screened by the publisher. Submit good black & white photographs or color slides. No extra charge for bleeds on full page or half page ads. In the absence of specific instructions, publisher will repeat previous ad.

Bus Tours' Planner's Guide

This section provides 2 1/4" x 1 1/4" listings from tour promotion agencies, hotels, motels, restaurants and attractions that wish to provide their services to the bus tour industry. Listings are printed in zip code order to facilitate review by bus tour planners. Space is provided for approximately five lines of personalized type plus a location, address, phone number and contact name. Applicable rates are: \$40 per insertion, \$35 for three or more insertions, and \$30 for six or more insertions. This advertising is not commissionable. Advertising in this section should be sent directly to the publisher.



Bus Tours Magazine

Serving bus and group tour planners since 1977

2005 Editorial Calender

Subject to Change

January/February 2005

Theme: **The East**

Guide: **Native American Casinos**

Guide: **Food Stops/Restaurants**

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.*

Insertion Deadline: 11/30/04 • Material Deadline: 12/07/04

July/August 2005

Theme: **Alaska and Hawaii**

Guide: **Cruises and Riverboats**

Guide: **Ecotours**

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.*

Insertion Deadline: 05/31/05 • Material Deadline: 06/07/05

March/April 2005

Theme: **The Midwest**

Guide: **Racetracks (greyhound, auto, horse)**

Guide: **Bus Tour Lodging**

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.*

Insertion Deadline: 01/31/05 • Material Deadline: 02/07/05

September/October 2005

Theme: **The West**

Guide: **Outlet Malls**

Guide: **Mystery Ghost Tours/Gaming**

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

Insertion Deadline: 07/31/05 • Material Deadline: 08/07/05

May/June 2005

Theme: **The South**

Guide: **Bingo**

Guide: **Student Travel USA**

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

Insertion Deadline: 03/31/05 • Material Deadline: 04/07/05

November/December 2005

Theme: **Canada**

Guide: **International Student Travel**

Guide: **Riverboat Casinos**

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

Insertion Deadline: 9/30/05 • Material Deadline: 10/07/05

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Editorial: btm@busmag.com

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for a list of advertising representatives



Bus Tours Magazine

Figures below represent distribution of printed copies. See reader survey for pass-along readership. Electronic copies are available for free download at www.bustoursmagazine.com.

Territorial Distribution, June, 2003

	Paid/Requested	%		Paid/Requested	%
Connecticut	110		Arkansas	68	
Maine	53		Louisiana	84	
Massachusetts	208		Oklahoma	35	
New Hampshire	60		Texas	261	
Rhode Island	48		West South Central	448	6.4
Vermont	32		Arizona	86	
New England	511	7.2	Colorado	56	
New Jersey	288		Idaho	26	
New York	557		Montana	36	
Pennsylvania	497		Nevada	41	
Middle Atlantic	1342	19.0	New Mexico	27	
Delaware	27		Utah	47	
District of Columbia	34		Wyoming	27	
Florida	481		Mountain	346	4.9
Georgia	163		Alaska	21	
Maryland	177		California	366	
North Carolina	198		Hawaii	12	
South Carolina	111		Oregon	51	
Virginia	257		Washington	60	
West Virginia	67		Pacific	510	7.2
South Atlantic	1515	21.5	Total United States	6723	95.4
Alabama	82		Alberta	17	
Kentucky	93		British Columbia	26	
Mississippi	59		Manitoba	12	
Tennessee	165		New Brunswick	4	
East South Central	399	5.7	Nova Scotia	10	
Illinois	246		Ontario	148	
Indiana	299		Quebec	78	
Michigan	237		Saskatchewan	21	
Ohio	225		Yukon	11	
Wisconsin	162		Canada	327	4.6
East North Central	1169	16.6	Total Reg. Mailing	7050	100
Iowa	66		Single Copy Sales and Samples		175
Kansas	55		Advertising Distribution		200
Minnesota	133		Average Convention Distribution		400
Missouri	140		Total Average Circulation		7825
Nebraska	43				
North Dakota	20				
South Dakota	26				
West North Central	483	6.9			

Additional circulation comes from free distribution of electronic magazine copies on the Web Site.