



National Bus Trader

The Magazine of Bus Equipment for the United States and Canada

Rate Card No. 17 Effective January 1, 2004

Black & White Advertising Rates

	12x	6x	1x
Full Page	\$960	\$1025	\$1090
2/3 Page	650	695	740
1/2 Island	650	695	740
1/2 Page	500	530	560
1/3 Page	340	365	390
1/4 Page	265	280	300
1/6 Page	190	200	210
1/12 Page	110	115	120
Spread	1,728	1,845	1,962

Advertiser under contract is protected for the length of the contract at current rates. Additional charge (minimum \$25) for each piece of line art or each photograph screened by publisher. Submit good black & white photographs or color slides.

Color Rates

Additional charges for color:

Addition of one standard color to black on page (publisher's red, blue, orange, green or yellow).

Publisher's choice of above colors \$200

Advertiser's choice of above colors \$290

Matched and PMS Colors* \$400

Four-color process, per page \$450

*Extra charge for day-glo and metallic inks.

Preferred Positions

Additional charges for preferred positions:

Fourth cover (outside back) \$140

Second cover (inside front)90

Third cover (inside back)40

Charges are per insertion. Cover preferred positions are non-cancelable, available only on a first-come, first-served basis, and are limited to four colors.

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. All ads will appear in both National Bus Trader and on the www.busmag.com website.

Additionally, internet photos can be added for \$10.

Classified ads are not commissionable.

1. Display Advertising Terms

Net, 30 days. Two percent cash in advance discount for payment received with the space reservation. Service charge of 1½ percent per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

2. Agency Commission

Fifteen percent commission on space, color, and position charges to recognized advertising agencies who perform all agency services (including submitting acceptable electronic advertising files) and when payment is made within 30 days. No agency commission is allowed on past due invoices. Agency commission is not allowed on classified ads.

3. Issuance and Closing Dates

Issued monthly since 1977. Received by subscribers on or about the first 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.

4. 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. Advertising in preferred positions is not cancelable. In the absence of specific instructions, publisher will repeat previous ad.

5. Shipping Instructions

Mail all insertion orders, artwork, and electronic files to: NATIONAL BUS TRADER, 9698 W. Judson Road, Polo, Illinois 61064. This address may also be used for shipments via UPS or courier services. An FTP site is also available.

6. Typesetting and Design Service

Advertisers that do not qualify for an agency discount 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, and typewritten copy.

7. Reader Service Card

Current advertisers with a display ad of one-half page or more are included on the reader service card. Reader inquiries are forwarded as received without additional charge.

8. 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. A territorial analysis of circulation and a reader questionnaire are available on request.

9. Subscription Rate

NATIONAL BUS TRADER is distributed on a paid circulation basis with an annual U.S. subscription rate of \$25 which includes a certificate for a free 25-word classified ad. Foreign subscriptions are \$30.

10. Organization

NATIONAL BUS TRADER is published by National Bus Trader, Inc. and is a sister publication to BUS TOURS MAGAZINE. National Bus Trader, Inc. also publishes historical transportation books under the Transportation Trails imprint. National Bus Trader, Inc., which was founded in 1977, is a descendant of Transit Journal Publications which was founded in 1961.

11. 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.

12. 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.

13. 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.

Printing Materials Required

- Media: Advertising submissions should be in digital format. We can accept ads on CD ROM, Zip 100 or Zip 250 disks.
- Software: QuarkXPress, Adobe Illustrator or Adobe Photoshop in Macintosh format.
- Inclusions: Files should be submitted with all images and fonts included.
- Scanned Material: Files should be high resolution (300 dpi or more). TIFF and EPS scans are preferred since they provide more

quality than JPEG.

- Negatives: Negatives can be converted to digital for an extra charge.
- Alternatives: Other types of submissions may be acceptable. Contact us with details.

Mechanical Requirements

Space Units / Inches	Width	Depth
Spread bleed	17½	11¼
Full page bleed	8¾	11¼
Full page, non-bleed	7½	10
Two-thirds page	4¾	10
One-half page island	4¾	7½
One-half page vertical	3½	10
One-half page horizontal	7½	4¾
One-third page vertical	2¾	10
One-third page square	4¾	4¾
One-fourth page vertical	2¾	7½
One-fourth page conventional	3½	4¾
One-sixth page vertical	2¾	4¾
One-sixth page horizontal	4¾	2¾
One-twelfth page	2¾	2¾

- Sheet fed offset printing, 8½" x 11" trim size with three 14-pica columns per page. 133 line screen is preferred. Keep live matter at least ¼" from trim.

- On four-color process, use SWOP standards for materials and ink. Ink rotation is: black, cyan, magenta, yellow. Limit four-color coverage to 280%.

- No extra charge for bleeds on full page or half page ads. Material for bleeds should extend one-quarter inch beyond the 8½" x 11" trim size.

Advertising information is now available on the internet on our Web site:

www.busmag.com

If you click on **National Bus Trader** you can obtain current advertising rates and information.

If you click on our **PDF Page 1**, you will find several downloadable PDF files readable by Adobe Acrobat which provide information on advertising, our editorial calendar and submitting news releases.

You can also contact our advertising department directly via e-mail: adv@busmag.com.

Advertising Contract

Date _____

To Publisher Of:
National Bus Trader
 9698 W. Judson Road
 Polo, Illinois 61064-9015
 (815) 946-2341

You are authorized to insert our advertisement in *National Bus Trader* effective _____ occupying _____ or more insertions to be used within twelve months from the date of first insertion. Insertions will run in the issues dated: _____.

All the terms, conditions, and specifications found in the *National Bus Trader* Advertising Rate Card No. 17, effective January 1, 2004, are part of this contract as if they were written herein. Space ordered is payable at our office within 30 days of billing. This contract is cancelable only as provided in Rate Card No. 17 (preferred positions and covers are non-cancelable). Additional payments or credits will be based on space used according to rate earned. This contract is subject to acceptance by the publisher.

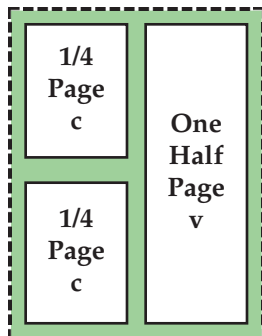
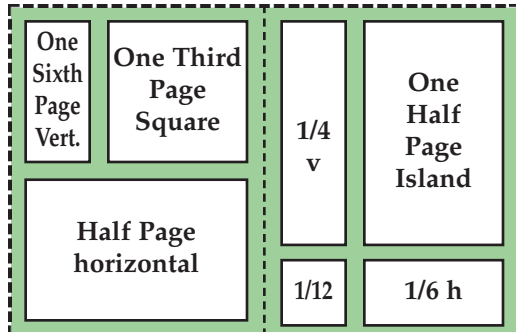
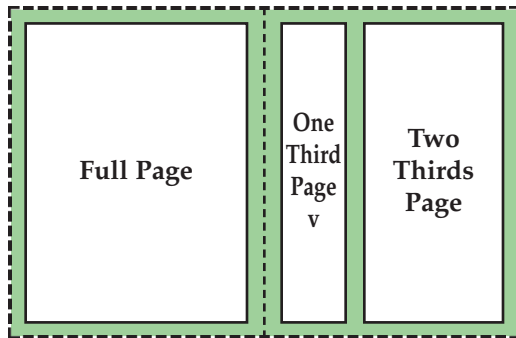
Advertiser Name _____

Address _____

City, State, Zip _____

Signed _____

Accepted for *National Bus Trader* by: _____



Please send all space contracts, insertion orders and printing materials to:

National Bus Trader, Inc.
 9698 W. Judson Road
 Polo, Illinois 61064

You can also contact us at:

Phone: (815) 946-2341
Fax: (815) 946-2347
e-mail: adv@busmag.com