



Information and specifications for the submission of News Releases to *National Bus Trader*

Effective September 1, 2001

Thank you for requesting information on submitting news release material for *National Bus Trader*. Since *National Bus Trader* is directed specifically toward motorcoach owners in the United States and Canada, it has some very unique editorial requirements. The following information is provided to guide you in preparing and submitting material so that it meets the needs of readers and meets the criteria for acceptance for publication.

General Guidelines

It is impossible for *National Bus Trader* to publish all of the news releases submitted. Those meeting the following guidelines are most likely to be accepted for publication:

- Material should be written for or at least modified for commercial and private bus and coach owners in the United States and Canada. While we will accept and print general transportation, truck and RV releases, those releases which mention "buses" "coaches" and "converted coaches" receive preference. Releases directed specifically at the bus vehicle market receive a very high preference.
- Releases which enclose an appropriate slide, photo or illustration are given a high preference for acceptance. Our first choice is color slides and our second choice is color prints.
- We prefer to receive actual photos and slides so that we can scan them for multiple uses, file them for future use, and crop if necessary. If sending a digital scan is absolutely necessary, we need a Macintosh EPS or TIFF high resolution (300 or more dpi) scan at least five inches wide (head shots of individuals can be 2.5 inches wide). These should be submitted on Zip disk or CD ROM along with your news release.
- There are no restrictions on membership or affiliation for companies and individuals mentioned.
- Any of the standard news release formats are appropriate. We prefer that releases be sent via regular mail with an enclosed appropriate illustration to:

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

Specific News Columns

News releases may be submitted for any of the following departments. There is no need to mark your materi-

al since the *National Bus Trader* editorial staff will put releases where they are the most appropriate.

Equipment News

This column includes news items of interest to bus and coach owners. Releases should specifically mention buses and coaches and indicate how this service or product is of value to bus owners and operators. When buses are mentioned, they should be identified by make and model.

Bus Equipment People

This column includes releases on individuals employed by organizations who deal with bus and coach owners. The individual may have taken a new position, may have been promoted, or may have been given new responsibilities. Photos should be identified with the name of the individual on the back.

Additional Information

For additional information, please contact us at:

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