



**Materials for Advertising Submissions  
for *Bus Tours Magazine*  
and *National Bus Trader*  
Effective September 15, 2004**



## Advertising Submissions

Both magazines are printed using sheet fed offset printing and a DTP (Direct to Plate) system from digital material. Please instruct your agency or service bureau to submit advertising materials as follows:

- **Media:** Advertising submissions should be in digital format. We can accept ads on CD ROM, Zip 100 or Zip 250 disks.
- **Software:** Embedded EPS, Press Optimized PDF, QuarkXPress 4.1, Adobe Illustrator or Adobe Photoshop JPEG in Macintosh format.
- **Inclusions:** Non-embedded files should be submitted with all images and fonts included.
- **Scanned Material:** 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.

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### Typesetting and Design Service

Advertisers who do not qualify for an agency commission are eligible for a reasonable amount of typesetting and design work without additional charge to prepare an ad for publication. Submit sketch, layout, typewritten copy and photos. This arrangement applies to one- and two-color advertising.

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### **Bus Tours Magazine Advertising Information:**

*Bus Tours Magazine*, 9698 W. Judson Road, Polo, Illinois 61064. Phone: (815) 946-2341. Fax: (815) 946-2347. Find the advertising representative for your area by surfing to [www.bustourismagazine.com](http://www.bustourismagazine.com) and click on the Advertising button.

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### **National Bus Trader Advertising Information:**

Heather Wright, *National Bus Trader*, 9698 W. Judson Road, Polo, Illinois 61064. Phone: (815) 946-2341. Fax: (815) 946-2347. e-mail: [adv@busmag.com](mailto:adv@busmag.com).

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### **Advertising Materials:**

National Bus Trader, Inc., 9698 W. Judson Road, Polo, Illinois 61064. Phone: (815) 946-2341. Fax: (815) 946-2347. e-mail: [lplachno@busmag.com](mailto:lplachno@busmag.com) for information on our FTP site.

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### **Bus Tours Magazine Editorial:**

Shaye Hall, *Bus Tours Magazine*, 9698 W. Judson Road, Polo, Illinois 61064. Phone: (815) 946-2341. Fax: (815) 946-2347. e-mail: [btm@busmag.com](mailto:btm@busmag.com).

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### **National Bus Trader Editorial:**

Larry Plachno, *National Bus Trader*, 9698 W. Judson Road, Polo, Illinois 61064. Phone: (815) 946-2341. Fax: (815) 946-2347. e-mail: [lplachno@busmag.com](mailto:lplachno@busmag.com).

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### **News Releases:**

Please send via regular mail and enclose an appropriate photo or color slide. See the PDF document on news releases for more information.