

2009 Media Kit

Rate Card #20 Effective January 1, 2009

Serving the Bus Industry Since 1977

National Bus Trader

National Bus Trader is the industry leader in:

- Editor's industry experience
- Maintaining a monthly publishing frequency
- Bus Industry Senior Editor
- Paid Circulation
- Career Editor with a record number of magazines edited



National Bus Trader

9698 W. Judson Road • Polo, Illinois 61064

Phone: 815.946.2341 • Fax: 815.946.2347

Advertising e-Mail: adv@busmag.com

Web Site:

<http://www.busmag.com>

Visit our Web Site for subscriptions, downloadable information, advertising information, and past articles

Why National Bus Trader is Different than other magazines

At many bus magazines, the editor's office has a revolving door, editorial staff have never owned a bus company or had extensive bus company experience, the staff jump from industry to industry, and magazines are given away. *National Bus Trader* is different for the following reasons:

Frequency

National Bus Trader is the only bus industry magazine that can claim to have maintained a monthly publishing frequency for the past 31 years.

Extensive Industry Experience

The founder and editor of *National Bus Trader*, Larry Plachno, has extensive practical experience in the bus industry. He purchased his first bus in 1963 and was employed in virtually every bus company job including driver, driver trainer, safety supervisor, dispatcher, tour planner, tour escort, shop superintendent for a company operating more than 100 buses, and a bus company owner. He ran charters, tours, and scheduled service, where he took over a route from Greyhound. Larry also served as transit director for two municipalities. Some people say that Larry has more practical bus experience than all of the other bus editors combined.

Career Editor

Larry Plachno, the editor of *National Bus Trader*, is unique in making a lifetime career out of being a bus industry editor. He originally got started in transportation editing and publishing while still in high school. He then intentionally obtained the appropriate education with a degree in English and minors in Geography and Philosophy, and then obtained the appropriate industry experience in order to be qualified for a career as a bus magazine editor.

Senior Industry Editor

Larry Plachno, the editor of *National Bus Trader*, is the senior editor in the bus industry. He has served as editor of *National Bus Trader* since its founding in 1977 and has served as editor or senior editor of *Bus Tours Magazine* since its founding in 1979. Adding up the issues over the years discloses that the April, 2006 issue of *National Bus Trader* was the 500th bus magazine edited by Larry Plachno – a remarkable record for both him and the industry and an all-time bus industry record.

Paid Circulation

Most industry magazines are given away for free to build up circulation. However, most readers of *National Bus Trader* pay an annual subscription fee to



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 parked next to the *National Bus Trader* office in Polo, Illinois.

get its in-depth editorial and industry information. Surveys from national associations indicate that not only are people much more likely to read a magazine they have paid for, but that paid circulation is 10 times as good as controlled in the area of advertising exposure. Beyond the paid circulation, additional copies are distributed to select companies in order to blanket both commercial and private bus owners and reach new people entering the industry.

Editorial Calendar

While some trade magazines have an editorial calendar planned for the entire year, *National Bus Trader* is more like a news magazine. Although some editorial on regular events is planned in advance, most of the editorial revolves around new developments and current industry concerns. Here are some of the regular annual editorial plans:

2009

- January**-Extra distribution at UMA Motorcoach Expo
- February**-Extra circulation at Heartland Travel Showcase
- March or April**-Annual Coach Trends Survey
- May**-Report on UMA Show
- June**-Extra circulation at MCI International Rally
- July**-Annual Conversion Issue.
- August**-Extra circulation at summer events
- September**-Extra circulation at Bus Con, Extra circulation at NY Travel Expo
- October**-Possible Report on 2010 engines
- November**-Possible report on MCI International Rally
- December**-Photos of the Season

Articles and schedules are subject to change based on industry developments.

Rate Card #20 • Advertising Rates Effective January 1, 2009

Rates are in US Dollars	B & W	B & W	B & W	4-Color	4-Color	4-Color
Size	12x	6x	1x	12X	6X	1X
Full Page	\$1,100	\$1,200	\$1,300	\$1,500	\$1,700	\$1,900
2/3 Page	820	900	980	1,240	1,400	1,560
1/2 Island	820	900	980	1,040	1,200	1,360
1/2 Page	590	650	710	830	950	1,070
1/3 Page	400	440	480	620	700	780
1/4 Page	300	330	360	490	550	610
1/6 Page	210	230	250	360	400	440
1/12 Page	120	130	140	230	250	270
Spread	1,840	2,000	2,160	2,280	2,600	2,920

Color Rates

Additional Charges for color:

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

Publisher's choice of above colors	\$300
Advertiser's choice of above colors	\$390
Black plus one color PMS per page*	\$500

* Extra charges apply for Day-Glo and metallic inks.

Covers and Preferred Positions

Charges per insertion

(4 color only)

Fourth Cover (outside back)	\$160
Second Cover (inside front)	120
Third Cover (inside back)	70
Preferred Position	15%

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

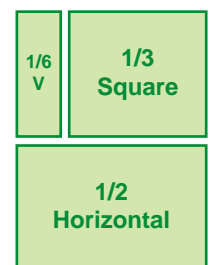
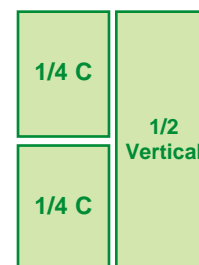
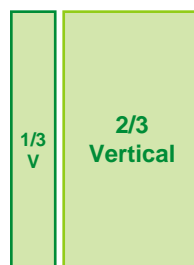
Mechanical Specifications

Space Units (in inches)	Width	Depth
Spread bleed	17½	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	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

* Must be on a 8½ x 11 document layout

Issuance and Closing Dates

Issue	Space Due	Material Due
January	November 15	November 25
February	December 15	December 25
March	January 15	January 25
April	February 15	February 25
May	March 15	March 25
June	April 15	April 25
July	May 15	May 25
August	June 15	June 25
September	July 15	July 25
October	August 15	August 25
November	September 15	September 25
December	October 15	October 25



Production Requirements

Printing: Sheet fed offset

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

Screens: 133 line screen is preferred/300 dpi digital

Live Material: Keep at least ⅜" 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%. A resolution of 300 dpi is preferred.

Digital Submissions: Ads can be supplied on CD ROM, Zip disks, or via the internet. (An FTP site is available, ask your account executive for information). Preferred formats in order: Press Optimized PDF, Tiff, Jpeg and Embedded EPS. Please do not send native files.

General Advertising Information

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.

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. On-line bus industry classified ads are available separately at the www.busmag.com web site. The on-line ads may include photos and links to other Web sites. These ads can be paid for on line with a credit card.

1. Display Advertising Terms

Net, 30 days. Two percent cash in advance discount for payment received with the insertion order. Extra charges apply to outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

Payment due within 30 days of invoice date. 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. Agency Commission and Terms

Fifteen percent commission to recognized advertising agencies on display advertising who perform all agency services (including submitting acceptable electronic advertising files) and when paid within stated terms. Publisher will not honor advertising agencies' 15% com-

mission if account remains unpaid for 90 days.

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 (ask for information).

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.

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 disks, or via the internet.
- Formats: Preferred formats in order: Press Optimized PDF, Tiff, Jpeg, or Embedded EPS. Please do not send native files.
- 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.

Bleed Charges

- No extra charge for bleeds on full page or half page ads. Material for bleeds should extend one-quarter inch beyond the 8¹/₂" x 11" trim size.

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. 20, effective January 1, 2009, 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. 20 (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.

Please Print:

Advertiser Name _____

Address _____

City, State, Zip _____

Signed _____

Accepted for *National Bus Trader* by:

Reader Survey

Relationship to the Industry

More than 70 percent of readers indicated that they were a commercial 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, 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 an increasing number of people tell us that they take their copies of *National Bus Trader* home to read because the articles are long and 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.