

2019 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

United Motorcoach Association EXPO 2019

January 6-10 • Fort Lauderdale, FL

Vehicle Showcase: **Motorcoaches**

Buyers' Guide to Seating & Fabrics

Buyers' Guide to Vehicle Lifts

Advertising closing: November 23, 2018

Materials: November 30, 2018

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MARCH / APRIL

UMA Expo 2019 Post-Convention Issue

APTA Bus & Paratransit Conference

May 19-22, 2019 • Louisville, KY

Vehicle Showcase: **Paratransit/Shuttle Buses & Vans**

Buyers' Guide to Insurance & Finance

Buyers' Guide to HVAC Systems

Advertising closing: January 25, 2019

Materials: February 1, 2019

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MAY / JUNE

CTAA Expo

May 16-25, 2019 • Palm Springs, CA

Vehicle Showcase: **Small & Mid-Size Buses**

Buyers' Guide to Software Systems

Buyers' Guide to Video Surveillance, Safety,
Entertainment & Tracking Technology

Advertising closing: April 12, 2019

Materials: April 19, 2019

SPECIAL SHOW ISSUE - BONUS CIRCULATION

2019 BUSLINE EDITORIAL CALENDAR

JULY / AUGUST

Busline's Annual Suppliers Directory

The Manufacturers & Suppliers
Resource Directory

Guide To Green

Vehicle Showcase:

Alternative Fuels/Hybrid Vehicles

Advertising Closing: June 14, 2019

Materials: June 21, 2019

SEPTEMBER / OCTOBER



BusCon Expo Special Emphasis

APTA Annual Meeting

October 13-16, 2019 • New York, NY

Vehicle Showcase: **Transit Buses**

Buyers' Guide to
Bus Shelters/Street Furniture

Buyers' Guide to Engines & Transmissions

Advertising closing: August 16, 2019

Materials: August 23, 2019

SPECIAL SHOW ISSUE - BONUS CIRCULATION

NOVEMBER / DECEMBER

ABA Marketplace 2020

January 11-14, 2020 • Omaha, NE

Special Focus: **Accessibility**

Vehicle Showcase: **Trolley Buses & Limousines**

Buyers Guide to Flooring
Buyers Guide to Brakes & Tires

Advertising Closing: October 18, 2019

Materials: October 25, 2019

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2019

BUSLINE WEBSITE ADVERTISING RATES

Busline's eNewsletter is published every month.

A. FULL BANNER = 468 X 60 PIXELS

1 Time	6 Times	12 Times
\$500/issue	\$450/issue	\$400/issue

B. HALF BANNER = 234 X 60 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

C. VERTICAL BANNER = 120 X 240 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

D. BUTTON = 120 X 90 PIXELS

1 Time	6 Times	12 Times
\$150/issue	\$125/issue	\$100/issue

eNEWSLETTER ADVERTISING RATES

@ www.buslinemag.com

A. FULL BANNER = 468 X 60 PIXELS

3 Months	6 Months	12 Months
\$500/month	\$450/month	\$400/month

B. HALF BANNER = 234 X 60 PIXELS

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\$300/month	\$250/month	\$200/month

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D. BUTTON = 120 X 90 PIXELS

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\$150/month	\$125/month	\$100/month

Exclusive eMail Blast To eNews Subscribers

Send an Exclusive eMail Blast with your company's message to Busline eNews subscribers.

Contact Kevin Kennedy at kevloraz@gmail.com, or call 813-502-6672 or Don Rankin at drankin@consolidated.net or call 800-598-8083.

BUSLINE ADVERTISING RATES

FOUR COLOR

Cover, 2, 3, 4 2,400

	1X	3X	6X
Full Page	2,000	1,800	1,400
1/2 Page	1,500	1,350	1,050
1/3 Page	1,125	1,013	788
1/4 Page	844	760	591
1/6 Page	633	570	443
1/8 Page	475	428	333

BLACK & WHITE

	1X	3X	6X
Full Page	1,500	1,350	1,050
1/2 Page	1,125	1,013	788
1/3 Page	844	760	591
1/4 Page	633	570	443
1/6 Page	475	428	333
1/8 Page	356	321	250

Spot Color (Second Color): 180 per color

BUSLINE AD SIZES

SIZE	INCHES
2-Page Spread Bleed	16 7/8 x 11 1/4
Page Bleed	8 5/8 x 11 1/8
Page	7 1/2 x 10
1/2 Page Island	4 7/8 x 7 1/2
1/2 Page Horizontal	7 1/2 x 5
1/2 Page Vertical	3 1/2 x 10
1/3 Page Horizontal	4 1/2 x 4 7/8
1/3 Page Vertical	2 1/4 x 10
1/4 Page Horizontal	5 x 3 1/2
1/4 Page Vertical	3 1/2 x 5
1/6 Page	3 1/2 x 3 1/4
1/8 Page	2 1/4 x 2 1/2

Busline Magazine

Published by Rankin Publishing Co., Inc.
Putting The Bus In Business

MECHANICAL REQUIREMENTS

PUBLICATION SIZE:

Untrimmed size is 8 1/2" x 11"

Trim size is 8 3/8" x 10 7/8"

Page live area is 7 1/2" x 10"

For assistance with spreads, bleeds, inserts and advertorials, please contact advertising staff.

Ads are preferred on CD or by email and in the following formats: High Resolution PDF (PREFERRED PDF/X-1A-COMPLIANT) or a TIFF, JPEG, EPS.

Email: drankin@consolidated.net

Graphic Department Email:

rankinmag@consolidated.net

Up to 15 mg accepted via email. For larger files, call 800-598-8083 for FTP site coordinates.

CONTACT

Busline Magazine is edited for tour, transit and specialty vehicle industry companies and operators. Busline readership: owners and presidents, buyers and purchasing agents, maintenance and management personnel. Circulating to industry executives, Busline will stand apart from its competitors by focusing on subjects of vital importance to its audience each issue.

Busline Magazine

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Don Rankin and Linda Rankin, Publishers

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Advertising

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