

2012 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

United Motorcoach Association EXPO 2012
February 8-12, 2012 • Long Beach, CA

Vehicle Showcase: Motorcoaches
Buyers' Guide to Seating & Fabrics
Buyers' Guide to Vehicle Lifts
Advertising closing: January 6, 2012
Materials: January 12, 2012

**SPECIAL SHOW ISSUE -
BONUS CIRCULATION**



MARCH / APRIL

UMA Expo 2012
Post-Convention Issue

APTA Bus & Paratransit Conference
May 6-9, 2012 - Long Beach, CA

Vehicle Showcase: Paratransit/Shuttle Buses & Vans
Buyers' Guide to Insurance & Finance
Buyers' Guide to HVAC Systems

Advertising closing: March 2, 2012
Materials: March 9, 2012

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MAY / JUNE

Community Transportation Expo 2012
May 20-25 • Baltimore, MD

Vehicle Showcase: Alternative Fuels/Hybrid Vehicles
Buyers' Guide to Software Systems
Buyers' Guide to Chassis & Suspensions

Advertising closing: April 15, 2011
Materials: April 22, 2011

SPECIAL SHOW ISSUE - BONUS CIRCULATION

2012 BUSLINE EDITORIAL CALENDAR

JULY / AUGUST

**Busline's Annual
Suppliers Directory**

**The Manufacturers & Suppliers
Resource Directory**

Vehicle Showcase: Small & Mid-Size Buses

Advertising closing: June 15, 2012
Materials: June 22, 2012



SEPTEMBER / OCTOBER

APTA Annual Meeting
September 30-October 3, 2012 - Seattle, WA

BusCon Expo Special Emphasis
Buyers' Guide to Bus Shelters/Street Furniture
Buyers' Guide to Engines & Transmissions
Vehicle Showcase: All Bus Showcase

Advertising Closing: August 17, 2012
Materials: August 24, 2012

SPECIAL SHOW ISSUE - BONUS CIRCULATION

NOVEMBER / DECEMBER

CUTA 2012 Fall Conference & Trans-Expo
Quebec City, Quebec
November 10-14, 2012

Vehicle Showcase: Trolley Buses
Buyers' Guide To Maintenance & Repair Facilities
Buyers' Guide To Flooring

Advertising Closing: October 26, 2012
Materials: November 2, 2012

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2012

BUSLINE WEBSITE ADVERTISING RATES

@ www.buslinemag.com

A. FULL BANNER = 468 X 60 PIXELS

<u>2 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$175/month	\$125/month	\$75/month

B. HALF BANNER = 234 X 60 PIXELS

<u>2 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$100/month	\$75/month	\$50/month

C. VERTICAL BANNER = 120 X 240 PIXELS

<u>2 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$100/month	\$75/month	\$50/month

D. BUTTON = 120 X 90 PIXELS

<u>2 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$50/month	\$37.50/month	\$25/month

eNEWSLETTER ADVERTISING RATES

Ads may also be placed
on Busline's bi-monthly eNewsletter

A. FULL BANNER = 468 X 60 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$175/issue	\$125/issue	\$75/issue

B. HALF BANNER = 234 X 60 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$100/issue	\$75/issue	\$50/issue

C. VERTICAL BANNER = 120 X 240 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$100/issue	\$75/issue	\$50/issue

D. BUTTON = 120 X 90 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$50/issue	\$37.50/issue	\$25/issue

A. Full Banner = 468 x 60 px

B. Half Banner
= 234 x 60 px

Website/Newsletter Ad Sizes
Not Shown Actual Size;
For Scale and Positioning Only.

Banner ads will link readers directly
to your company website.

Busline accepts .jpg, .gif and .swf formats.

C.
Vertical
Banner
= 120 x
240 px

D. Button
= 120 x
90 px

BUSLINE ADVERTISING RATES

FOUR COLOR

Cover, 2, 3, 4 2,400

	1X	3X	6X
2 Page Sp.	4,720	3,770	2,856
Full Page	2,360	1,885	1,428
1/2 Page	1,803	1,434	1,083
1/3 Page	1,496	1,190	899
1/4 Page	1,189	945	714

BLACK & WHITE

	1X	3X	6X
2 Page Sp.	2,692	2,152	1,722
Page	1,346	1,076	\$861
1/2 Page	980	786	626
1/3 Page	773	619	495
1/4 Page	614	491	393
1/6 Page	491	393	314
1/8 Page	393	307	245

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

204 E. Main Street • P.O. Box 130

Arcola, IL 61910-0130, USA

Email: drankin@consolidated.net

Web Site: www.buslinemag.com

(800) 598-8083 (U.S.) • (217) 268-4959

Fax: (217) 268-4815

Advertising

Contact Kevin Kennedy @ 623-434-8959

Email: kevloraz@cox.net

Or Don Rankin @ 800-598-8083

Email: drankin@consolidated.net