

2020 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

UMA EXPO 2020

SPECIAL SHOW ISSUE - BONUS CIRCULATION AT UMA EXPO
January 19-23 • Nashville, TN

Trailways Annual Meeting 2020

March 1-4 • Orlando, FL

Busworld Turkey 2020

March 5-7 • Istanbul, Turkey

Vehicle Showcase: Motorcoaches

Buyers Guide: Seating & Fabrics/Seating Materials

Buyers Guide: Vehicle Lifts

Advertising and material deadlines are subject to change

Advertising closing: December 11, 2019

Materials: December 13, 2019

MARCH / APRIL

UMA EXPO 2020 Post-Convention Issue

Busworld China 2020

March 17-19 • Shanghai, China

APTA Mobility Conference 2020

May 17-20 • San Antonio, TX

Vehicle Showcase: Paratransit/Shuttle Buses & Vans

Buyers Guide: Insurance & Finance

Buyers Guide: HVAC Systems

Buyers Guide: Paratransit Equipment

Advertising and material deadlines are subject to change

Advertising closing: January 31, 2020

Materials: February 7, 2020

MAY / JUNE

CTAA EXPO 2020

May 31- June 4 • Louisville, KY

UITP 2020 Global Public Transport Summit

June 9-12 • Stockholm, Sweden

Vehicle Showcase: Alternative Fuels/Hybrid Vehicles

Buyers Guide: Software Systems

Buyers Guide: Video Surveillance, Safety, Entertainment & Tracking Technology

Advertising and material deadlines are subject to change

Advertising closing: April 10, 2020

Materials: April 17, 2020

2020 BUSLINE EDITORIAL CALENDAR

JULY / AUGUST

Busline's Annual Suppliers Directory

The Manufacturers & Suppliers Resource Directory

Vehicle Showcase: Small & Mid-Size Buses

Advertising and material deadlines are subject to change

Advertising Closing: June 12, 2020

Materials: June 19, 2020

SEPTEMBER / OCTOBER



APTA Annual Meeting & EXPO

SPECIAL SHOW ISSUE
BONUS CIRCULATION

October 11-14 • Anaheim, CA

BusCon EXPO 2020

SPECIAL SHOW ISSUE - BONUS CIRCULATION

Date TBA, 2020 • Indianapolis, IN

Vehicle Showcase: Transit/Articulated Buses

Buyers Guide: Bus Shelters/Street Furniture

Buyers Guide: Engines & Transmissions

Buyers Guide: Fare Collection Systems

Advertising and material deadlines are subject to change

Advertising closing: August 28, 2020

Materials: September 4, 2020

NOVEMBER / DECEMBER

APTA EXPO 2020 Post-Convention Coverage

BusCon EXPO 2020 Post-Convention Coverage

CUTA EXPO 2020
November 10-13 • Quebec City, Canada

ABA Marketplace 2021

January 30 - February 2, 2021 • Baltimore, MD

Vehicle Showcase: Trolley Buses, Trams & Street Cars

Buyers Guide: Flooring

Buyers Guide: Brakes & Tires

Advertising and material deadlines are subject to change

Advertising Closing: October 2, 2020

Materials: October 9, 2020

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2020

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

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

C. VERTICAL BANNER = 120 X 240 PIXELS

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

D. BUTTON = 120 X 90 PIXELS

3 Months	6 Months	12 Months
\$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 Linda Rankin at lrarkin@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.

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

Published by Rankin Publishing Co., Inc.

Linda Rankin, Publisher

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Advertising

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