

2021 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

UMA EXPO 2021

March 3-7 • Orlando, FL

Vehicle Showcase: Motorcoaches

Buyers Guide: Seating & Fabrics

Buyers Guide: Vehicle Lifts

Buyers Guide: Odor Control/Sanitation Products

Advertising and material deadlines are subject to change

Materials Deadline: January 12, 2021

MARCH / APRIL

APTA TRANSform Conference & Expo

March 14-17 • Anaheim, CA

APTA Mobility Conference 2021

May 2-5, 2021 • Minneapolis, MN

Vehicle Showcase: "APTA Expo Bus Showcase"

Buyers Guide: Insurance & Finance Services

Buyers Guide: Wheelchair Lifts/Ramps

Buyers Guide: HVAC Systems

Advertising and material deadlines are subject to change

Materials Deadline: February 19, 2021

MAY / JUNE

Post APTA Expo Coverage

Post UMA Convention Coverage

ABA Marketplace 2021

June 18 - 22, 2021 • Baltimore, MD

Vehicle Showcase:

Paratransit Bus, Shuttle Bus and Vans

Buyers Guide: Fare Collections

Buyers Guide: Software Systems

Buyers Guide: Audio/Video Entertainment
and Security Systems

Advertising and material deadlines are subject to change

Materials Deadline: April 16, 2021

2021 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

Materials Deadline: June 18, 2021

SEPTEMBER / OCTOBER

Vehicle Showcase: Transit Buses

Buyers Guide: Bus Shelters/Street Furniture

Buyers Guide: Engines & Transmissions

Buyers Guide: Suspension Systems /
Chassis Systems

Advertising and material deadlines are subject to change

Materials Deadline: August 20, 2021

NOVEMBER / DECEMBER

Vehicle Showcase:

Trolley Buses, Trams & Street Cars

Vehicle Showcase: Alternative Fueled Buses

Buyers Guide: Flooring

Buyers Guide: Brakes & Tires

Buyers Guide: Bus Repair and Refurbishment

Advertising and material deadlines are subject to change

Materials Deadline: October 8, 2021

*** All Trade shows dates subject to change.*

*America's Bus & Coach Expo (formerly BusCon),
Community Transportation Association of America
(CTAA) Expo, and Canadian Urban Transit Association
(CUTA) 2021 Dates & Locations TBA*

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2021

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

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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 advertisements, please contact advertising staff.

Ads are preferred 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 20 MB 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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