

## 2022 BUSLINE EDITORIAL CALENDAR

### JANUARY / FEBRUARY

#### **ABA Marketplace**

*January 8-11 • Grapevine, TX*

#### **UMA Expo**

*February 23-27 • Long Beach, CA*

**Vehicle Showcase: Motorcoaches**

**Buyers Guide: Seating & Fabrics**

**Buyers Guide: Sanitizing/Disinfecting  
& Odor Control Products**

*Materials Deadline: January 7, 2022*

### MARCH / APRIL

#### **APTA Mobility Conference**

*May 1-4 • Columbus, OH*

#### **CTAA Expo**

*May 8-12 • Louisville, KY*

**Vehicle Showcase:**

**Paratransit/Shuttle Buses & Vans**

**Buyers Guide: Insurance & Finance**

**Buyers Guide: HVAC Systems**

*Materials Deadline: March 18, 2022*

### MAY / JUNE

**Vehicle Showcase:**

**Alternative Fuels/Hybrid Vehicles**

**Buyers Guide: Software Systems**

**Buyers Guide: Audio/Video, Entertainment  
& Security Systems**

*Materials Deadline: May 13, 2022*

## 2022 BUSLINE EDITORIAL CALENDAR

### JULY / AUGUST

#### **Annual Manufacturers And Suppliers Directory**

**Vehicle Showcase: Small & Mid-Size Buses**  
*(30 ft. and under)*

*Materials Deadline: August 3, 2022*

### SEPTEMBER / OCTOBER

#### **APTA TRANSform Conference**

*October 9-12 • Seattle, WA*

#### **CUTA Expo**

*October 23-26 • Montreal, QC*

**Vehicle Showcase: Transit Buses/Articulated Buses**

**Buyers Guide: Bus Shelters & Street Furniture**

**Buyers Guide: Fare Collections**

*Materials Deadline: September 23, 2022*

### NOVEMBER / DECEMBER

**Vehicle Showcase:**

**Trolley Buses, Trams & Street Cars**

**Buyers Guide: Flooring**

**Buyers Guide: Bus Repair & Refurbishment**

*Materials Deadline: November 23, 2022*

*Editorial calendar subject to change.*

Published by Rankin Publishing Co., Inc.

# BUSLINE

**Serving the Tour and Transit Industries**  
**Advertising Rate Card and Media Guide**  
Effective January 2022

## 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](mailto:kevloraz@gmail.com), or call 813-502-6672 or Linda Rankin at [rankinljane@gmail.com](mailto:rankinljane@gmail.com) or call 800-598-8083.

## BUSLINE ADVERTISING RATES

### FOUR COLOR

Cover, 2, 3, 4 . . . . . 2,500

	1X	3X	6X
Full Page	2,200	2,000	1,600
1/2 Page	1,700	1,550	1,200
1/3 Page	1,300	1,200	1,000
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](mailto: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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