

2010 Full-Color Display Advertising Rates

Ad Size	1X	3X	6X	12X
Spread	\$ 6,270	\$ 5,720	\$ 5,060	\$ 4,840
Back Cover	\$ 3,930	\$ 3,565	\$ 3,170	\$ 3,035
Inside Front Cover	\$ 3,765	\$ 3,415	\$ 3,035	\$ 2,910
Inside Back Cover	\$ 3,600	\$ 3,265	\$ 2,905	\$ 2,785
Full Page	\$ 3,275	\$ 2,970	\$ 2,640	\$ 2,530
2/3 Page	\$ 2,670	\$ 2,285	\$ 2,035	\$ 1,925
1/2 Page Island	\$ 2,340	\$ 2,120	\$ 1,980	\$ 1,815
1/2 Page	\$ 2,145	\$ 1,925	\$ 1,845	\$ 1,735
1/3 Page	\$ 1,650	\$ 1,540	\$ 1,350	\$ 1,155
1/4 Page	\$ 1,350	\$ 1,265	\$ 1,100	\$ 1,020

Got Direct Mail? Rent Our Database!

If you want to **reach ready-to-buy decision makers** through direct marketing, **BUSRide** magazine's up-to-date circulation database is the answer. For use through any licensed, bonded third-party mailing house, the list is available in whole or even in part — and can be categorized by ZIP code, state, fleet size and/or company size. Customize your mailing or send your message to the masses. Renting our database makes it possible.

Do you want to target a more specific market? Our **Bus Garage Index** database gives you all the contact information for virtually every service and repair facility in North America. Ask your **BUSRide** account executive for rental information.



December Buyer's Guide Enhanced Listings

Option 1 \$50

Boldface company name and contact information

Option 2 \$150

Includes option 1,
plus a black box around your listing

Option 3 \$250

Includes option 1 & 2,
plus company logo in black & white

Option 4 \$350

Four-color, 1/8 page ad
provided in an electronic format

Classified ads put you in a class of your own.

Why do so many people place classified ads? Because they work! A classified ad in **BUSRide** magazine is a great way to get immediate results for anything you want to buy or sell.



Contact **Maria Galio** at 1-800-541-2670 ext 201
or by e-mail at mgalioto@busride.com

Special sections mean extra advertising opportunities.

Student BUSRide is a special section that has produced an amazing response. This year we've added even more special sections to selected issues such as **Risk Management** and **Bus Travel & Tour** to name a few. These sections offer great opportunities to target your audience with a specific message. Ask your **BUSRide** account executive for details.



Amplify Your Recognition – Sponsor a Competition!

When you sponsor one of our annual competitions, like the **BUSRide** MotorVision competition, you make known your existence to thousands of people. Your **BUSRide** account executive has all the details.

Join with BUSRide through an Anchor Partnership

Brand yourself as the expert in your industry by marketing your products and services through detailed editorial content and eye-catching advertisements. By exposing prospective clients to your products and services, you can educate them on their most critical concerns. Choose from a platinum, gold, or silver partnership. Contact **Lauren Reidy** for more details at 1-800-541-2670 ext 202 or by e-mail at lreidy@busride.com.

French Door Cover \$7,500

BUSRide's front cover folds open from the center to invite potential customers in to view your products/services.

Gatefold Cover \$7,000

Front cover unfolds to reveal your company's multiple page promotion.

Belly Band \$200/Thousand

Wrap your advertisement around the pages of BUSRide. Bands vary in width, card stock and color.

Half Cover Tip \$4,500/Issue

Make a lasting first impression by advertising over half of BUSRide's front cover.

Polybag \$225/Thousand, excluding postage

Place your advertisement in BUSRide's plastic protective covering. Our polybags ensure your advertisement and our publication arrives in great condition.

Insert Call for Pricing

Insert your message inbetween the pages of BUSRide on a specialty card. Paper size and stock vary according to preference.

Blow-In Call for Pricing

Put your advertisement on an unattached card inbetween the pages of BUSRide.

Coupons Call for Pricing

Enclose your promotional discounts within our publication or polybag.

Business Reply Card (BRC) Call for Pricing

Reach our readers by providing your pre-addressed mail cards within our publication.

Reprints: Call The Reprint Outsource (717) 394-7350

Reprint a desired article for your own distribution (minimum 100 copies).

Direct Mail/List Rental \$150/Thousand

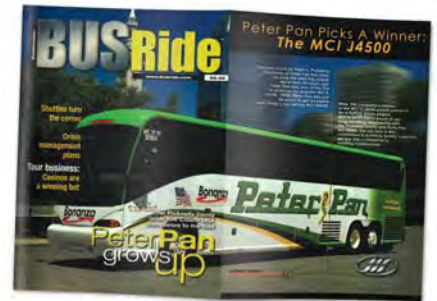
Mail or e-mail your promotional piece to our reader database.

Bonus Distribution: Call for Pricing

Extra distribution at the largest industry trade shows: UMA, ABA, BusCon & APTA. Polybag opportunities available.



French Door Cover



Gatefold Cover



Belly Band



Half Cover Tip



Insert

Contact **John Adel** for special rates
1-800-541-2670 ext 214 or jadel@busride.com