

2010



The most trusted resource in  
the bus and motorcoach industry.

**BUS Ride**<sup>TM</sup>  
MAGAZINE

Digital Issue Now Available!

MEDIA

**More than 16,000** of America's most successful transit and motorcoach operators read and depend on **BUSRide** magazine every month. **BUSRide** reaches America's top 100 transit agencies and virtually all motorcoach companies in the United States.

**BUSRide** is read **5X more than any other industry publication** for new product information and **2X more for industry news**.

**BUSRide** magazine covers the issues that are critical to today's bus and motorcoach operators:

- Technology
- Human Resources
- Financial Management
- Industry News
- Equipment
- Fuel Costs
- Regulations
- Risk Management
- Insurance
- Fleet Maintenance
- Marketing
- New Products
- Driver Retention, Training & Safety
- Continuing Education
- Security & Surveillance
- Sustainability

## BUSRide Motorcoach Readers

**47%** of **BUSRide** magazine motorcoach readers have an **annual budget over \$1,000,000**.

**61%** have **no expenditure authorization limits**.

**38%** of **BUSRide** magazine motorcoach readers operate **over 50 vehicles** in their fleet.

**66%** of **BUSRide** magazine motorcoach readers currently operate private tour and charter motorcoach services.

**96%** share each issue with another decision maker—that's over **15,000 additional impressions!**

**BUSRide** magazine readers represent **major buying power** in the motorcoach industry. The following represents our reader's annual **operating budgets**:

**19%** \$500,000–\$1 million

**18%** \$1–\$3 million

**29%** Over \$3,000,000

Readers placed the following issues among their most critical concerns for the upcoming year:

- **Driver Safety**
- **Driver Retention**
- **Driver Training**
- **Fuel Costs**
- **Fleet Maintenance**

**91%** authorize, specify or recommend purchases.

The following percentages represent what our motorcoach readers **plan to purchase** in the upcoming year:

- 68%** Buses
- 58%** Brakes
- 55%** Tires
- 46%** Exterior Finishes
- 44%** Glass/Windows/Mirrors/Treatments
- 44%** Insurance
- 41%** Tools/Garage Equipment
- 39%** AV/Entertainment Systems
- 36%** Training Products/Services
- 36%** Seating
- 33%** Computers/Software
- 30%** Engines/Transmissions
- 29%** Communication Systems
- 28%** GPS/Tracking Systems

**BUSRide** magazine reaches **1,300 transit agencies** in the United States who operate **over 70,000 transit buses** and **129,000 transit revenue vehicles**. This represents **87%** of the total number of transit agencies in the United States.

## BUSRide Transit Readers

**47%** of **BUSRide** magazine transit readers hold **executive, corporate, or management** positions.

**92%** of transit readers have an **annual budget over \$1,000,000**.

**61%** have **no expenditure authorization limits**.

**26%** of **BUSRide** magazine transit readers operate **over 500 vehicles** in their fleet.

**85%** share each issue with another decision maker!

**91%** authorize, specify or recommend purchases.

The following percentages represent what our transit readers **plan to purchase** in the upcoming year:

- 58%** Buses
- 54%** Computers/Software
- 41%** Brakes
- 41%** Tires
- 41%** Training Products/Services
- 40%** Tools/Garage Equipment
- 40%** Security/Surveillance Systems
- 38%** Communication Systems
- 38%** GPS/Tracking Systems
- 33%** Glass/Windows/Mirrors/Treatments
- 33%** Safety Products
- 32%** Exterior Finishes
- 30%** Fare Collection Devices
- 29%** Engines/Transmissions
- 24%** Seating
- 24%** HVAC Equipment
- 24%** Signage/Reader Boards
- 24%** Terminal Improvements
- 22%** Insurance



## January/February– Enhanced Print Edition

- Ad Closing:** November 23, 2009  
**Materials Due:** December 1, 2009
- Motorcoach Tour Destinations
  - Motorcoach Tour Management
  - Eco-Maintenance
  - Regularly Scheduled Service Grants and Financial Aid
  - Regular Scheduled Service Onboard Necessities
  - Seating

**Bonus Distribution:**

- American Bus Association Marketplace  
January 15-19  
Gaylord National  
National Harbor, MD
- United Motorcoach Association Expo  
February 23-27  
Las Vegas Convention Center  
Las Vegas, NV

## February– Special Digital Issue

- Ad Closing:** December 23, 2009  
**Materials Due:** December 31, 2009
- The Powertrain Special Issue
- Diesel Engines
  - Transmissions
  - Hybrid Drives

## March

- Ad Closing:** January 20, 2010  
**Materials Due:** January 26, 2010
- Bus and Motorcoach Finance
  - Motorcoach Insurance
  - GPS and AVL Technology

## April

- Ad Closing:** February 17, 2010  
**Materials Due:** February 23, 2010
- Collision Repair
  - Regular Scheduled Service Driver Training
  - Trolley Bus Showcase

## May

- Ad Closing:** March 17, 2010  
**Materials Due:** March 23, 2010
- Paratransit Vehicles Showcase
  - Bus Rapid Transit
  - Motorcoach Conversions

**Bonus Distribution:**

- APTA: Bus & Paratransit  
Conference & International  
Bus Rodeo  
Dates TBD  
Cleveland, OH

## June/July– Enhanced Print Edition

- Ad Closing:** April 14, 2010  
**Materials Due:** April 20, 2010
- Bus Wraps – The multi-million dollar business of wrapping buses in identification and/or advertising
  - Bus Shelters – Multi-modal and multi-use structures for transit
  - Eco-Motorcoach Operations
  - Hybrid Vehicles Showcase – Vehicles that run on combination electric-diesel engines, batteries and transmissions
  - Regular Scheduled Service Galleys and Fixtures
  - Driver Training Simulators – Used to train motorcoach, school and transit bus drivers

## July– Special Digital Issue

- Ad Closing:** May 18, 2010  
**Materials Due:** May 24, 2010
- The Small and Midi-Bus  
Showcase Issue
- Minibuses
  - Cutaways
  - Midi-Buses

## August

- Ad Closing:** June 15, 2010  
**Materials Due:** June 21, 2010
- Regular Scheduled Service Terminals, Stations and End Points
  - Motorcoach Showcase – Buses used to transport passengers point-to-point, on charter or on tour
  - Bus Wash Systems

## September

- Ad Closing:** July 14, 2010  
**Materials Due:** July 20, 2010
- Small Bus Fleet Showcase – Small buses used in shuttles, paratransit, NEMT and other passenger transport needs
  - Risk Management
  - Maintenance Training

**Bonus Distribution:**

- BusCon  
September 15-16  
Navy Pier  
Chicago, IL

## October/November– Enhanced Print Edition

- Ad Closing:** August 17, 2010  
**Materials Due:** August 23, 2010
- International Showcase – Buses manufactured overseas
  - All-Electric Drive Systems – A variation of hybrid; an emerging new area of applied technology
  - Garage Lifts – Equipment used to service buses
  - Regular Scheduled Service On-line Reservations Software
  - Safe Driver Hall of Fame

## December

- Ad Closing:** October 20, 2010  
**Materials Due:** October 26, 2010
- Buyer's Guide



## 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 Galioto** at 1-800-541-2670 ext 201  
or by e-mail at [mgalioto@busride.com](mailto: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](mailto: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

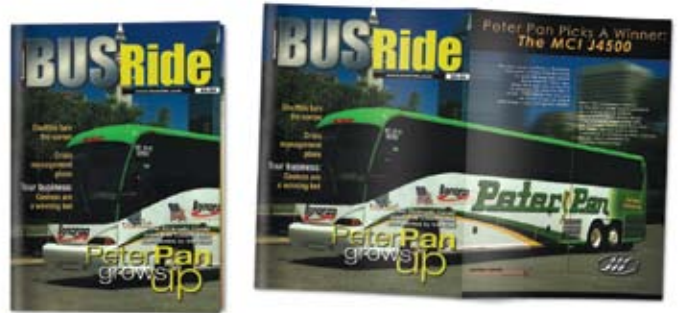
Mail or e-mail your promotional piece to our reader database.

## 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](mailto:jadel@busride.com)

In today's fast-paced world, it's important that your message is accessible to potential customers 24/7. Getting the word out about your product and/or service whenever and wherever possible is one crucial key to your marketing success. That's why we're proud to introduce **BUSRide Digital**.

Because our digital edition allows for instant accessibility, you can deliver your products and services directly to our readers and to your potential customers in an exciting new way. Our new digital issue includes:

## Ease of Navigation

**BUSRide Digital** features the same page-by-page "turning" capability as our traditional print edition, just as it provides:

- **Interactive Table of Contents:** link directly from the Table of Contents to specific articles within the publication
- **Key Word Search:** search the entire publication for articles that contain key words of interest – all with the click of a mouse!

## Portability

**BUSRide** readers will be able to access the current digital edition as well as archived digital editions, all at their convenience through Internet and e-mail friendly devices, such as:

- Desktop computers
- Personal digital assistant devices
- Lab top computers
- Internet capable phones



## Interactive Advertising Opportunities

With the click of a button, your interactive advertisements can link our readers to:

- Your corporate Web site home page
- Brochures, spec sheets and data sheets
- Videos
- Slideshow presentations
- Audio tracks
- Product/conference registration forms and purchase agreements
- Podcasts from experts at your company

## Digital Edition Advertising Rates

### Video

\$250/minute up to 1000 maximum

### Audio

\$100/minute up to 500 maximum

### PowerPoint

\$150/minute up to 750 maximum

### Special Supplements

\$500/page

### Issue Sponsorship

\$1000

### Inserted Ad

\$600/page

For more information, contact your **BUSRide** account executive today!

Looking for the perfect way to maximize exposure on a daily basis? Go to **BUSRide.com**! The ideal companions to the printed version of **BUSRide** magazine, both our Web site and the bi-weekly **BUSRide** eNewsletter offer exciting new ways to help you increase brand awareness and market share.



**Top Banner**

**Size:** 468 X 60 pixels  
**Price:** \$1,000/month

**Mid-Bar Banner**

**Size:** 125 X 125 pixels  
**Price:** \$400/month

**Side Banner**

**Size:** 300 X 250 pixels  
**Price:** \$800/month

**Half Banner**

**Size:** 300 X 100 pixels  
**Price:** \$400/month

**Bottom Banner**

**Size:** 468 X 60 pixels  
**Price:** \$750/month

**Also available on interior pages:**

**Mid-Page Banner**

**Size:** 300 X 250 pixels  
**Price:** \$300/month

**Post Footer Banner**

**Size:** 468 X 60 pixels  
**Price:** \$400/month

**Department Sponsor (In-Post Banner)**

**Size:** 468 X 60 pixels  
**Price:** \$300/month  
(not shown)

**Blog Sponsor (In-Post Banner)**

**Size:** 468 X 60 pixels  
**Price:** \$300/month  
(not shown)



Get involved in **BUSRide** Up to Speed eNewsletter, our weekly e-mail newsletter for the transit and motorcoach industry. This informative, entertaining online update is sent to our entire e-mail database. So when you advertise in **BUSRide** Up to Speed eNewsletter, you're reaching the people who want to stay current on the latest news, the latest trends and most important, the latest products and services!

### Top Banner Ads

Size: 600 X 80 pixels  
Price: \$750/month



**Cash-strapped cities across the country outsource transit services**  
Writing for the Wall Street Journal, Christopher Conkey reports how Grinias plans to outsource nearly every aspect of its mass transit system, an approach that could appeal to other cash-strapped American cities. [More»](#)

**Motorcoach Council encourages North American travelers to 'Get Motorcoachified'**  
Get Motorcoachified is the campaign theme the Motorcoach Council, Denver, CO, and touring partners will roll out to the public nationwide this fall. The council says the slogan encourages consumers to take action and experience motorcoach travel. Fast, fun, citing comfort, luxury amenities. [More»](#)

**Acceptance of ARBOC Spirit of Mobility brings backing of ARBOC**  
ARBOC Mobility, announced its Spirit of Mobility low-floor kneeling bus has steadily garnered attention and market acceptance since it received certification from the FTA in January. [More»](#)

**Bus fire on Southern California freeway ignites wildfire**  
A Coach America coach operating for Amtrak caught fire Friday on Interstate 5 and sparked a wildfire. The company rescued the driver and nine passengers got off safely. [More»](#)



### Side Banner Ads

Size: 180 X 180 pixels  
Price: \$550/month

### Contextual Banner Ads

Size: 400 X 68 pixels  
Price: \$575/month



### eClassifieds

Price: \$100/month



#### PUBLIC AUCTION



Thursday, July 28, 2009 at 10AM

New Orleans Regional Transit Authority  
3900 Desire Parkway in New Orleans, LA 70128

Inspection: Mon, July 27th from 9AM to 3PM

Partial Listing: (45) New Flyer Model D40, Extended National & Orion Buses - (7) Ford Transit - (5) Jato Liberty's - Ford Green Van - Dodge, Ford & GMC Trucks - Chevy Van - Clark Panther - 1994 Case 580 Backhoe - Kent Moore Engine Stand - Cleanman Drip Press - 100-Ton Power T Press

10% Buyers Premium Applies. 223 Heavy Fee Applies. Some items may be subject to confirmation. Payment by Cash or Guaranteed Certified Funds. All items sold "as is, where is," with no warranties expressed or implied. See full terms & conditions at auction.

For more information, please contact:

ServCorp International, Inc.  
(504) 340-2146  
www.servcorp.com  
8. Muls, LA 70079

Contact Mark at [mark@servcorp.com](mailto:mark@servcorp.com) to place an offer or to bid on an item.



### Bottom Banner Ads

Size: 600 X 80 pixels  
Price: \$650/month

## Electronic Files

- **Formats:** High resolution PDF files preferred; we also accept: EPS, PSD, PNG and high-resolution JPG. NOTE: PDF files are only accepted from Adobe Professional for printing software with fonts embedded, CMYK format and color images: Bicubic Down Sampling to 600 pixels per inch. *(See Resolution below.)*
- **Type/Fonts** must be converted to outlines when exporting from Illustrator and Corel as an EPS OR the fonts should be provided with your submission. *(We cannot accept PC fonts.)* If fonts cannot be outlined, original fonts should be provided. NOTE: If fonts are not compatible we reserve the right to replace fonts as needed.
- **Resolution** of all files should be a minimum of 266 dpi (including imported files). 300 dpi at 100% is the preferable resolution. NOTE: dpi=dots per inch.
- **Color** ads *(and imported files)* must be in CMYK, not RGB. NOTE: RGB colors not converted to CMYK will appear muted compared to original color, therefore we cannot guarantee color correctness. All PMS colors should be converted to CMYK unless a specific PMS color is specified and has been purchased. *(Pantone colors are available at an additional cost. Please contact your sales representative for a quote.)*
- **A proof** of your ad must be included or faxed with your submission. (Color hard-copy proofs should accompany color ads.) **We are not able to maintain quality assurance, correctness or color without a proof.**

## Ad Submission

- **SEND** your files on CD accompanied by a proof. Please provide a color proof if your ad has color. We cannot guarantee correctness without a hard proof. (See Color above.)
- **E-MAIL** your files (only if under 25 MB – NOTE: Files can be stuffed or zipped for e-mail transfer which usually decreases files by half the size) to: valerie@busride.com. **IMPORTANT: FAX A HARD COPY TO 1-602-265-4300.**
- **UPLOAD** your files: Go to [www.powertrademedia.com/uploadfiles](http://www.powertrademedia.com/uploadfiles). **IMPORTANT: FAX A HARD COPY TO 1-602-265-4300.**

## Shipping

All advertising materials should be sent to:

**Valerie Valtierra, Production Director**  
4742 North 24th Street, Suite #340  
Phoenix, AZ 85016  
1-602-265-7600 ext 203

**WE WILL NOT GUARANTEE CORRECTNESS WITHOUT A HARD PROOF**  
We will uphold the industry standard of a maximum of 10% variance of color provided a color correct proof is provided.

## Ad Sizes (inches)

<b>2-page spread</b>	(bleed) .....	16.5 x 11.125
	(trim) .....	16.25 x 10.875
	(live area) .....	0.375 from trim
<b>Full page</b>	(bleed) .....	8.375 x 11.125
	(trim) .....	8.125 x 10.875
	(live area) .....	0.375 from trim
<b>1/2-page spread</b>	(bleed) .....	16.5 x 5.5
	(trim) .....	16.25 x 5.375
	(non-bleed) .....	14 x 4.75
	(live area) .....	0.375 from trim
<b>2/3 page</b>	(vertical) .....	4.75 x 9.75
<b>1/2 page</b>	(island) .....	4.75 x 7.25
<b>1/2 page</b>	(horizontal) .....	7.25 x 4.75
<b>1/3 page</b>	(vertical) .....	2.25 x 9.75
<b>1/3 page</b>	(square) .....	4.75 x 4.75
<b>1/4 page</b>	(vertical) .....	3.5 x 4.75

## Ad Production

Power Trade Media™ will produce/design ads for advertisers at a rate of \$125/hour if requested. Components to produce ad should be submitted at the same time as space commitment. Should production charges be waived, artwork remains the property of **BUSRide** magazine.

## Copy Acceptance

**BUSRide** magazine reserves the right to refuse advertising that it considers detrimental to the bus industry or contrary to the policies of its parent company, Power Trade Media.

## Contract and Copy Regulations

The advertiser agrees to indemnify the publisher against any claims or expenses resulting from the unauthorized use of name, photograph, sketch or words protected by the copyright or registered trademarks, label and others in connection with his or her advertising.

## Cancellations

All cancellations must be made in writing and must be received 60 days prior to cover date. Cancellations may be subject to a short rate.

**BUSRide** Magazine  
4742 North 24th Street  
Suite #340  
Phoenix, AZ 85016

Toll-free: 1-800-541-2670  
Telephone: 1-602-265-7600  
Fax: 1-602-265-4300  
[www.busride.com](http://www.busride.com)