



The most trusted resource in the bus and motorcoach industry.

# 2012 Media Kit

**BUSRide**  
MAGAZINE

Each month, **BUSRide** magazine reaches nearly 35,000 transit, paratransit, motorcoach, school bus, community transportation and shuttle owners and operators in the United States and Canada. **BUSRide** is read **5X** more than any other industry publication for new information and **twice as much** as any publication for industry news.

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

- Safety
- Technology
- Insurance
- Human resources
- Fleet maintenance
- Financial management
- Marketing
- Industry news
- New products
- Equipment
- Driver retention, training & safety
- Fuel costs
- Continuing education
- Regulations
- Security & surveillance
- Risk management
- Sustainability

**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

**39%** of **BUSRide** magazine transit readers hold executive, corporate, or management positions.

**91%** of transit readers have an annual budget over **\$1,000,000**.

**19%** have no expenditure authorization limits.

**24%** of **BUSRide** magazine transit readers operate over 500 vehicles in their fleet.

**75%** share each issue with another decision maker.

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

**19%** \$1–\$5 million

**72%** Over \$5 million

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

- Passenger safety
- Driver safety
- Fleet maintenance
- Employee relations
- Fuel costs

**84%** of our transit readers authorize, specify or recommend purchases.

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

- 64%** Buses
- 51%** Computers/software
- 48%** Brakes
- 42%** Tires
- 38%** Training products/services
- 44%** Tools/garage equipment
- 33%** Security/surveillance systems
- 27%** GPS/tracking systems
- 30%** Glass/windows/mirrors/treatments
- 32%** Exterior finishes
- 31%** Fare collection devices
- 37%** Engines/transmissions
- 22%** Seating
- 15%** HVAC equipment
- 29%** Signage/reader boards
- 18%** Terminal improvements

## BUSRide Motorcoach Readers

- 51%** of *BUSRide* magazine motorcoach readers have an annual budget over **\$1,000,000**.
- 54%** have no expenditure authorization limits.
- 33%** of *BUSRide* magazine motorcoach readers operate over **500 vehicles** in their fleet.
- 84%** share each issue with another decision maker –that’s nearly **13,500** additional impressions, and **29,500** total impressions!

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

- **Passenger safety**
- **Fleet maintenance**
- **Driver safety**
- **Drive training**
- **Employee relations**

**82%** of our motorcoach readers authorize, specify or recommend purchases.

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

- 70%** Buses
- 64%** Brakes
- 71%** Tires
- 59%** Exterior finishes
- 43%** Glass/windows/mirrors/treatments
- 41%** Insurance
- 47%** Tools/garage equipment
- 37%** Training products/services
- 28%** Seating
- 40%** Computers/software
- 40%** Engines/transmissions
- 25%** Lighting
- 28%** GPS/tracking systems



## January

**Ad Closing:** November 18, 2011

**Materials Due:** November 23, 2011

- Seating fabrics and upholstery
- Transmission care and maintenance
- Travel & Tour: Eastern U.S. destinations
- *Special Section:* Coach fire prevention and suppression

**Bonus Distribution:**

American Bus Association  
(ABA) Marketplace  
Grapevine, Texas  
January 6 - 10, 2012

## February

**Ad Closing:** December 23, 2011

**Materials Due:** January 4, 2012

- Bus wash systems and cleaning products
- Motorcoach risk management and insurance
- Travel & Tour: Western U.S. Destinations
- *Special Section:* Parts inventory management

**Bonus Distribution:**

United Motorcoach Association  
(UMA) Motorcoach Expo  
Long Beach, California  
February 8 - 12, 2012

## March– Digital Edition

**Ad Closing:** January 23, 2012

**Materials Due:** January 31, 2012

- Fare collections
- Onboard entertainment and connectivity
- *Special Section:* Tires and wheels

## April

**Ad Closing:** February 21, 2012

**Materials Due:** February 24, 2012

- Financing in today's economy
- Fuels, fluids and lubricants
- *Special Section:* Paratransit management software

## May– Digital Edition

**Ad Closing:** March 21, 2012

**Materials Due:** March 29, 2012

- Small bus showcase
- Paratransit equipment
- *Special Section:* Building the best maintenance garage

## June

**Ad Closing:** April 20, 2012

**Materials Due:** April 25, 2012

- Hiring and retaining mechanics
- Bus and coach seating
- *Special Section:* Garage safety

## July

**Ad Closing:** May 21, 2012

**Materials Due:** May 24, 2012

- Specialty coach conversions
- Transit bus heating and air conditioning
- *Special Section:* In the engine compartment: Alternators, radiators, fuel pumps and more

## August– Digital Edition

**Ad Closing:** June 18, 2012

**Materials Due:** June 26, 2012

- Battery and ultracapacitor energy storage
- Transit's role in Homeland Security
- *Special Section:* Brake products and maintenance

## September

**Ad Closing:** July 24, 2012

**Materials Due:** July 27, 2012

- 40-ft limousine buses
- Hazmat management
- Travel & Tour: Fall destinations
- *Special Section:* Route scheduling technology

**Bonus Distribution:**

BusCon Expo  
Chicago, IL  
September 11-12, 2012

## October

**Ad Closing:** August 21, 2012

**Materials Due:** August 23, 2012

- Transit bus interiors
- Driver training and simulators
- *Special Section:* Bus Rapid Transit projects

**Bonus Distribution:**

APTA Annual Meeting  
Seattle, WA  
September 30 –  
October 3, 2012

## November– Digital Edition

**Ad Closing:** September 25, 2012

**Materials Due:** October 3, 2012

- Hybrid system components and technology
- Travel & Tour: Winter destinations
- *Special Section:* Maintenance training programs

## December

**Ad Closing:** October 23, 2012

**Materials Due:** October 26, 2012

- *BUSRide* Safe Driver Hall of Fame
- *BUSRide* Annual Awards and recognition
- 2012 in Review/2013 Preview
- Digital Buyer's Guide



## Need 360° of Targeted Advertising Coverage?

Unleash the power of **PRINT plus DIGITAL** on your prospects and **SAVE BIG** by **BUNDLING** your insertions. Include all or just some of the various multi-platform delivery solutions we offer and you could save up to 35%! Call your **BUSRide** representative today for all the details.

## 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.

## Make your presence known in our digital Buyer's Guide.



Call **1-800-541-2670** for questions or to place an order.



## Marketplace ads put you in a class of your own.

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



Call 1-800-541-2670 for questions or to place an order.

## Special sections mean extra advertising opportunities.

Each **BUSRide** issue features a special section devoted to select topics that subscribers are most concerned with. These sections offer great opportunities to target your audience with a specific message. Ask your **BUSRide** account executive for 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. Call 1-800-541-2670 for questions or to place an order.

## **BUSRide** recognizes the "Best and Brightest" in the industry

- **BUSRide**'s Safe Driver Hall of Fame inducts the 2012 class of 3 million and 1 million mile safe drivers.
- We'll recognize 2012's safest operators, based on 2012 CSA ratings and bona fide safety records.
- We'll announce the **BUSRide** Rookie of the Year.

## Amplify Your Recognition— Sponsor a Competition!

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

# Specialty Printing Enhancements

# BUSRide

## French Door Cover

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



French Door Cover

## Gatefold Cover

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

## Belly Band

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

## Half Cover Tip

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

## Polybag

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

## Insert

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

## Blow-In

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

## Coupons

Enclose your promotional discounts within our publication or polybag.

## Business Reply Card (BRC)

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

## Reprints

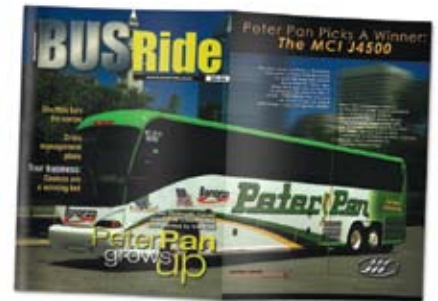
Reprint a desired article for your own distribution (minimum 100 copies).

## Direct Mail/List Rental

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

## Bonus Distribution:

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



Gatefold Cover



Belly Band



Half Cover Tip



Insert

Call **1-800-541-2670** for questions or to place an order.

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 offer advertising opportunities in **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
- iPad/tablet devices
- and laptop computers
- Smartphones



## 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
- Product/conference registration forms and purchase agreements
- Podcasts from experts at your company

## Digital Edition Advertising Rates

- **Video**
- **Special Supplements**
- **Issue Sponsorship**
- **Inserted Ad**

Call **1-800-541-2670** for questions or to place an order.



# Online Advertising Opportunities at BUSRide.com



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.



## Full Banner Top of Page

Size: 468 X 60 pixels

## Square Button

Size: 125 X 125 pixels

## Medium Rectangle

Size: 300 X 250 pixels

## 3:1 Rectangle

Size: 300 X 100 pixels

## Full Banner Bottom of Page

Size: 468 X 60 pixels

Also available on interior pages:

## Medium Rectangle

Size: 300 X 250 pixels

## Full Banner Bottom of Page

Size: 468 X 60 pixels

## Specifications:

- 72 dpi
- .jpg and .png files accepted
- Animated .gifs or .flv (flash files) NOT accepted

You can e-mail or FTP your ads directly to us. Please contact [digitalads@busride.com](mailto:digitalads@busride.com) for details.



**BUSRide** Up to Speed only gets better. Now with more hard-hitting editorial that reaches into every corner of the bus and motorcoach industry from transit to charter, this bi-weekly eNewsletter from the publisher of **BUSRide** and **BUSRide Maintenance** is not to be missed. Delivered twice a month, the industry can look forward to original editorial features, contributions from industry leaders on the products and services that keep the equipment rolling safely and efficiently, as well as timely announcements and breaking news on the issues that affect business.

Advertise in Up to Speed and you connect directly with readers who want and need the information they can only find in this remarkable eNewsletter.

## Top Banner Ads

Size: 600 X 80 pixels



## Side Banner Ads

Size: 180 X 180 pixels

## Wide Skyscraper Ads

Size: 160 X 600 pixels

## Product Spotlight Ads

Size: 300 X 100 pixels  
Includes a photo, website link and up to 50 words of copy

## Bottom Banner Ads

Size: 600 X 80 pixels

## Specifications:

- 72 dpi
- .jpg and .png files accepted
- Animated .gifs or .flv (flash files) NOT accepted

You can e-mail or FTP your ads directly to us. Please contact [digitalads@busride.com](mailto:digitalads@busride.com) for details.

# Advertising Specifications



## 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 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.
- **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.
- **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) . . . . .	15.25 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.



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.busrider.com](http://www.busrider.com)