



THE MOST TRUSTED RESOURCE IN THE BUS AND MOTORCOACH INDUSTRY



BUSRide™

2013 Media Kit

Each month, *BUSRide* magazine has a total circulation of 16,000. With its strong pass-along rate, it reaches 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:

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.

- 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

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**

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**

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

➤ Please contact **Sali T. Williams:**
swilliams@busride.com
1-800-541-2670 ext 209

On the cover: Volvo 9700 photo courtesy of Prevost/Volvo, Sainte-Claire, QB, Canada

BUSRide Motorcoach Readers

51% of *BUSRide* magazine motorcoach readers have an annual budget over **\$1,000,000**.

54% have **no expenditure authorization limits**.

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

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

\$100,000–\$1 million

33%

\$1 – \$3 million

18%

Over \$3 million

33%



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

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January

Ad Closing: November 20, 2012

Materials Due: November 27, 2012

- Motorcoach financing
- Coach seating and fabrics
- Transit security programs and systems

Special Section: Bus tours and travel business

Bonus Distribution:

American Bus Association (ABA) Marketplace
Charlotte, North Carolina
January 5 - 9, 2013

United Motorcoach Association (UMA) EXPO / National Tour Association (NTA) Convention Travel Exchange
Orlando, Florida
January 20-24, 2013

February

Ad Closing: December 19, 2012

Materials Due: December 21, 2012

- Electric buses and technology
- Engines and components
- Heavy duty vehicles and lifts

Special Section: Equip the complete garage

March

Ad Closing: January 23, 2013

Materials Due: January 29, 2013

- Bus wash systems
- Transit interiors
- Fire suppression systems

Special Section: Fluids and lubricants

April

Ad Closing: February 22, 2013

Materials Due: February 27, 2013

- Transit passengers safety
- Running gear maintenance
- Garage safety equipment

Special Section: Parts inventory management

May

Ad Closing: March 22, 2013

Materials Due: March 27, 2013

- Driver simulator training
- Tires
- Transit signage and messaging

Special Section: Paratransit management

June

Ad Closing: April 19, 2013

Materials Due: April 24, 2013

- Advancements in HVAC
- Motorcoach driver hiring, training and retention
- Aftermarket windshield and glass replacement

Special Section: Motorcoach insurance needs and liability risks

July

Ad Closing: May 17, 2013

Materials Due: May 22, 2013

- Special coach conversion shops
- Collision management and repair
- Batteries and ultracapacitors

Special Section: Onboard surveillance

August

Ad Closing: June 17, 2013

Materials Due: June 20, 2013

- Bus wraps and graphic materials
- Onboard entertainment and connectivity
- Vehicle tracking systems

Special Section: Fleet maintenance software

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September

Ad Closing: July 24, 2013

Materials Due: July 29, 2013

- Limo buses and shuttles
- Chassis and powertrains
- Paratransit equipment and services

Special Section: Hybrid-electric drivetrains and components

Bonus Distribution:

BusCon Expo
Chicago, Illinois
September 10 - 11, 2013

October

Ad Closing: August 22, 2013

Materials Due: August 27, 2013

- Transit bus OEMs: articulated buses
- Bus stop shelters and lighting
- Predictive maintenance technology

Special Section: Bus Rapid Transit projects review

Bonus Distribution:

APTA Annual Meeting
Chicago, Illinois
September 29 - October 2, 2013

November

Ad Closing: September 20, 2013

Materials Due: September 25, 2013

- Hazmat and sanitation products and procedures
- Transit management training
- Cold weather operations

Special Section: Brake products and maintenance

December

Ad Closing: October 18, 2013

Materials Due: October 23, 2013

- Best of *BUSRide* Awards
- *BUSRide* Safe Driver Hall of Fame

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.

Make your presence known in our digital Buyer's Guide

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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.



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.



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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.

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Coming in the December issue

BUSRide recognizes the "Best and Brightest" in the industry

- *BUSRide*'s Safe Driver Hall of Fame inducts the 2013 class of 3 million and 1 million mile safe drivers.
- We'll recognize 2013's safest operators, based on 2013 CSA ratings and bona fide safety records.
- We'll announce the *BUSRide* Rookie of the Year.

Amplify Your Recognition - Sponsor a Best of *BUSRide* award!

When you sponsor one of our **Best of *BUSRide* awards**, you make your existence known to thousands of people. Your *BUSRide* account executive has all the details.



French Door Cover: *Call for Pricing*

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

Gatefold Cover: *Call for Pricing*

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

Belly Band: *Call for Pricing*

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

Half Cover Tip: *Call for Pricing*

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

Polybag: *Call for Pricing*

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).

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

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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
- 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 Available

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



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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.



Leader-board
Size: 728 X 90 pixels

Medium Rectangle
Size: 300 X 250 pixels

Medium Rectangle
Size: 300 X 250 pixels

300 x 100 Rectangle
Size: 300 X 100 pixels

300 x 100 Rectangle
Size: 300 X 100 pixels

Medium Rectangle
Size: 300 X 250 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 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-monthly 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.

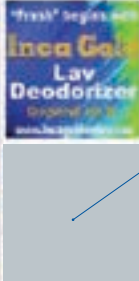
Top Banner Ads

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**

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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.**)

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 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 uphold the industry standard of a maximum of 10% variance of color provided a color correct proof is provided.

Ad Sizes (inches)

2-page spread	(bleed)..... 16.5 x 11.125 (trim)16.25 x 10.875 (live area)0.375 from trim
Full page	(bleed)..... 8.375 x 11.125 (trim)8.125 x 10.875 (live area)0.375 from trim
1/2-page spread	(bleed)..... 16.5 x 5.5 (trim) 16.25 x 5.375 (non-bleed)..... 14 x 4.75 (live area)0.375 from trim
2/3 page	(vertical)..... 4.75 x 9.75
1/2 page	(island)..... 4.75 x 7.25
1/2 page	(horizontal)..... 7.25 x 4.75
1/3 page	(vertical)..... 2.25 x 9.75
1/3 page	(square) 4.75 x 4.75
1/4 page	(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
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Phoenix, AZ 85016
Toll-free: 1-800-541-2670
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Fax: 1-602-265-4300
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