

SCHOOLBUS FLEET

(Issued November 1, 2011, effective January 1, 2012)

1. COLOR RATES

Rates	22-Time	11-Time	6-Time	1-Time
1 pg.	\$6,800	\$7,200	\$7,575	\$7,775
2/3 pg.	5,275	5,475	6,125	6,375
1/2 pg. Island	4,900	5,150	5,350	5,625
1/2 pg.	4,500	4,750	4,875	5,225
1/3 pg.	3,575	3,675	3,950	4,100
1/4 pg.	3,025	3,200	3,325	3,425

2. BLACK & WHITE RATES

Rates	22-Time	11-Time	6-Time	1-Time
1 pg.	\$5,575	\$5,900	\$6,375	\$6,525
2/3 pg.	4,050	4,250	4,900	5,150
1/2 pg. Island	3,675	3,950	4,125	4,400
1/2 pg.	3,275	3,525	3,750	4,000
1/3 pg.	2,350	2,550	2,725	2,875
1/4 pg.	1,800	1,975	2,100	2,200

FREQUENCY DISCOUNTS

Frequency rate is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate. The Fact Book is published annually and earns frequency discount.

3. CONTRACT RATES

Rates are based on the total space contracted for IN ADVANCE AND IN WRITING, and used within one year (10 issues) from date of first insertion. Multiple units of space in 1 issue may be used to earn frequency discounts. Two-page spreads are counted as 2 units. Unfilled contracts will be short-rated to next higher frequency rate. Rate increases subject to 30-day advance written notice. Payment must be in U.S. dollars.

4. COMMISSION & CASH DISCOUNTS

Agency commission - 15%; 1 1/2% interest per month after 30 days.

5. SPECIAL POSITION RATES

Cover 2: — 15% of B&W page rate
Cover 3: — 10%
Cover 4: — 20%

A limited number of preferred positions other than covers are available; conditions and rates on request. Ninety days for cancellation.

6. INSERTS

Furnished complete by advertisers and not requiring back-up, two-page insert (one sheet, printed both sides) at black and white spread rates. First additional page at 75% black and white rate, thereafter at 50% black and white rate. Back-up charges \$200 additional per page. Gatefolds/Dutch Door must be quoted by publisher. Agency commission not granted on tip-in or back-up charges. Reply post card inserts (less than 1/2 page in size) may be used only with full page or larger advertisements; billed at 1/2 page black and white rate.

Maximum paper weight 100-lb. text weight, minimum 70-lb. text weight. Before ordering printing, advertiser should check with Production Manager to determine quantity, mechanical requirements, shipping instructions and tip-in charges.

7. MECHANICAL REQUIREMENTS

(a) Space unit	Wide-Deep
1 Pg.	7" x 10"
2/3 Vertical	4 3/16" x 10"
1/2 Island	4 3/16" x 7 1/2"
1/2 Horizontal	7" x 4 7/8"
1/2 Vertical	3 3/8" x 10"
1/3 Square	4 3/16" x 4 7/8"
1/3 Vertical	2 3/16" x 10"
1/4 Vertical	3 3/8" x 4 7/8"

(b) TRIM SIZE

Display ad pages trim to 7 7/8" x 10 3/4". Single column width 2 3/16". Double column width 4 9/16". Column depth 10". Binding is saddle stitched, except Annual Fact Book, which is perfect bound. Allow 1/8" for head trim and 1/4" total for gutter.

(c) BLEED

Full page or less.....\$150
Note: no charge for bleed on four color ads; no charge for gutter bleed on full page spread ads.

(d) BLEED SIZE

Single page bleed.....8 1/8" x 11"
Spread bleed.....16 1/4" x 11"
Vital parts of copy and layout should be kept at least 3/8" distance from the gutter and top, outside and bottom edges.

8. DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: www.schoolbusfleet.com/advertise. All ad materials and production questions can be addressed to:
School Bus Fleet Magazine
Mary Reimer – Production Manager
3520 Challenger Street, Torrance, CA 90503
PH: (310) 533-2517 • Fax: (310) 533-2501
E-mail: mary.reimer@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Ad Portal (Send My Ad): PDF ONLY.
Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

New advertisers, click link <https://bbm.sendmyad.com> and create an account. Existing advertisers, log-in and follow upload instructions.

If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

9. CLASSIFIED AD RATES

	1-Time	6-Time	10-Time
Per column inch.....	\$115	\$90	\$80

Payment required in advance of publication, non-commissionable. VISA, AMEX and Master Card Accepted. Contact: e-mailclassified@bobit.com. Display sizes and rates are not applicable in the classified pages of the magazine. Ask about our website packages.

10. STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

11. PUBLICATION DATES

Published 11 times annually.

12. GENERAL INSTRUCTIONS

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

13. SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

14. INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.



Frank Di Giacomo, Publisher

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Fax: (856) 596-0168

E-mail: frank.digiacoia@bobit.com

Mark Hollenbeck, Associate Publisher

3115 NE McDonald Lane

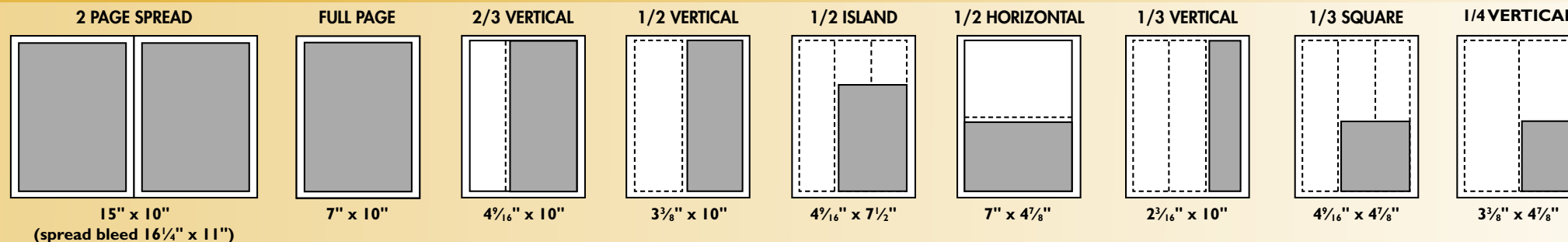
McMinnville, OR 97128

(503) 472-8200

Fax: (503) 472-8228

E-mail: mark.hollenbeck@bobit.com

ADVERTISEMENT CONFIGURATIONS & DIMENSIONS



ISSUE	JANUARY Heroes Issue	FEBRUARY Special-Needs Issue	MARCH Maintenance Issue	APRIL/MAY Security Issue	JUNE Green Issue	JULY Contractor Issue	AUGUST Safety Issue	SEPTEMBER Back-to-School Issue	OCTOBER Top 100 Issue	NOVEMBER NAPT Show Issue	FACT BOOK December
FEATURE ARTICLES	<ul style="list-style-type: none"> • Heroes in School Transportation • NAPT Conference Coverage • Equipment: Vehicle Lifts 	<ul style="list-style-type: none"> • Annual Special-Needs Survey • Special-Needs Training • Equipment: Air Conditioning 	<ul style="list-style-type: none"> • Annual Maintenance Survey • Maintenance Best Practices • Equipment: Parts Ordering/Inventory 	<ul style="list-style-type: none"> • Driver Trainer Survey • Emergency Preparedness • Equipment: GPS/Vehicle Tracking 	<ul style="list-style-type: none"> • Going Green Across America • Large Bus Showcase • Equipment: Vehicle Wash Systems 	<ul style="list-style-type: none"> • Top 50 Contractor Fleets • Annual Contractor Survey • Equipment: Flooring 	<ul style="list-style-type: none"> • Bus Yard Safety • Annual Photo Contest • Equipment: Student Tracking 	<ul style="list-style-type: none"> • Behavior Management • Annual Equipment Survey • Equipment: Restraint Systems 	<ul style="list-style-type: none"> • Top 100 School District Fleets • Driver Management • Equipment: Video Surveillance 	<ul style="list-style-type: none"> • Blockbuster Feature • Annual School District Survey 	<ul style="list-style-type: none"> • Research and Statistics • Bus, Chassis, Engine Specs • Supplier Guide • Associations
SUPPLEMENT/SPECIAL SECTIONS		Small Bus Supplement	Contractor Feature		Canadian Fact Book					NAPT/NASDPTS Supplement	2013 Wall Calendar (Sponsorships Available)
AD CLOSE	12/5/11	1/10/12	2/7/12	3/8/12	4/9/12	5/8/12	6/6/12	7/10/12	8/7/12	9/7/12	11/5/12
MATERIALS DUE	12/9/11	1/12/12	2/9/12	3/12/12	4/11/12	5/10/12	6/10/12	7/12/12	8/9/12	9/10/12	11/7/12
BONUS DISTRIBUTION	NSTA Mid-Winter Meeting , Jan. 21-25, Maui, Hawaii	Transporting Students With Disabilities Conference and Exhibition , March 9-14, Orlando, Fla.	State Mechanic Workshops (TN, KY, AR, MI, NY, OH, TX) California Association of School Transportation Officials , March 31-April 2, Sacramento, Calif.	National Head Start Association , April 16-21, Nashville, Tenn. National School Boards Association , April 21-23, Boston	State Association Meetings (FL, NC, MO, WI, GA, VA, NY, PA, MA) Green Fleet Conference , Oct. 2-3, Schaumburg, Ill.	Southeastern States Pupil Transportation Conference , July 8-11, Biloxi, Miss. National School Transportation Association , July 14-18, Milwaukee			Association of School Business Officials Intl. , Oct. 12-15, Phoenix National Association of State Directors of Pupil Transportation Services , Oct. 19-22, Memphis, Tenn.	National Association for Pupil Transportation , Oct. 20-25, Memphis, Tenn.	

2012 RATE CARD & EDITORIAL CALENDAR



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