

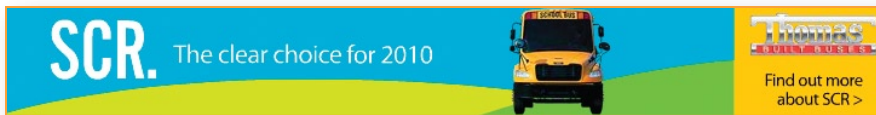
Whether your marketing objectives are brand awareness, driving traffic to your website or generating qualified leads, SchoolBusFleet.com delivers the results you need.

## BANNERS

Attention-grabbing banner options provide you with the most cost-effective way to build your brand and provide additional impact to your print advertising program. Banners build brand awareness, drive traffic to your website and can help you develop highly qualified leads.

### BANNER AD RATES

	12x rate	6x rate	1x rate
Web site	\$1,000	\$1,250	\$1,500
E-news	\$2,000	\$2,250	\$2,500



728 x 90



468 x 60



300 x 250



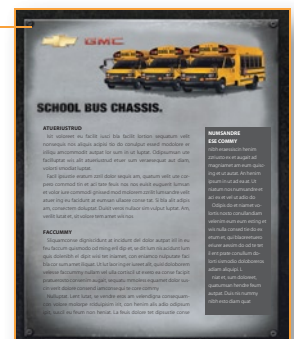
160 x 600

(Images smaller than actual size)

## EMAIL MARKETING/EBLAST

Deliver your customized message directly to the in-boxes of our highly-qualified audiences. You will have access to our subscribers and site visitors that know we are a trusted emailer so your message will be well received. We only send well vetted messages, protect the privacy of our subscribers and are in complete compliance of all federal regulations and best practices.

\$5,000/send



## RICH MEDIA/INTERSTITIALS/ PRESTITIALS/ PAGE PEELS

### Rich Media

This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, takeovers, backgrounds, cursor ads and audio ads. These high-impact marketing vehicles can provide an exciting new way of driving new customers to your products.

### Interstitials

These high-impact advertisements are presented before a content page on our websites. This is a great way to generate traffic and awareness as they have been found to drive more user clicks. These advertisements are typically full “page” (window) and presented without competing ads in the window space.

### Prestitials

Imagine the results you will receive from a full “page” advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every targeted website visitor.

### Page Peels

Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 800x600 advertisement. This dramatic presentation is certain to bring attention to your brand and visitors to your website or campaign specific landing pages.

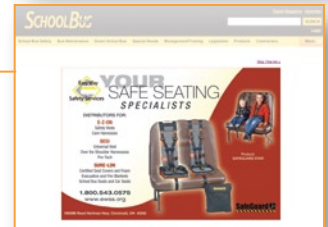
### Digital Magazine

Our new digital editions are an exact visual replica of the print edition, offering the same great information in digital format accessed via the web. Now your print ads will include live links driving potential customers to your websites and your sales team.

**Call for quote**

Visit [www.bobitstudios.com](http://www.bobitstudios.com) for more details and samples.  
Contact your sales representative for custom banner sizes and/or integrated packages.

VISIT: [bobitstudios.com](http://bobitstudios.com)



## Lead Generation Programs

### WEBINARS

A unique branding opportunity that offers a chance to establish your organization as the authority on a subject and a highly effective way to capture targeted, qualified sales leads. With hundreds of registrations for each of our recent SBF Webinars can you afford not to tap into this lead gen tool?!

### FREEINFO

The ultimate sales lead generation tool that drives potential customers (our subscribers) directly from your ad to your website and your sales team. We delivered over 9,000 leads to our advertisers in 2009 – are you getting your fair share of these leads?!

### CUSTOM RESEARCH

Optimize your strategic market position by further understanding your customer’s needs as well as how your company/brand is perceived by the industry. Our research professionals deliver actionable results as well as highly qualified, targeted sales leads.

### WHITEPAPERS \* EXPERT INSIGHT \* AND MORE

Our Sales Associates will work individually with you to develop a marketing program that meets your needs. The above opportunities are just an example of some of our successful programs.

**Contact us today to discuss the marketing solutions we can provide that will deliver the results you need!**

Frank Di Giacomo - Publisher  
Phone: (856) 596-0999 • Fax: (856) 596-0168  
[frank.digiaco@bobit.com](mailto:frank.digiaco@bobit.com)

Mark Hollenbeck - Associate Publisher  
Phone: (503) 472-8200 • Fax: (503) 472-8228  
[mark.hollenbeck@bobit.com](mailto:mark.hollenbeck@bobit.com)