

## 1. COLOR RATES

Rates	22-Time	11-Time	6-Time	1-Time
1 pg.	\$6,660	\$7,050	\$7,425	\$7,615
2/3 pg.	5,160	5,350	6,000	6,250
1/2 pg. Island	4,780	5,045	5,230	5,500
1/2 pg.	4,400	4,640	4,770	5,100
1/2 pg.	3,500	3,600	3,850	4,015
1/4 pg.	2,950	3,120	3,250	3,340

## 2. BLACK & WHITE RATES

Rates	22-Time	11-Time	6-Time	1-Time
1 pg.	\$5,455	\$5,775	\$6,230	\$6,385
2/3 pg.	3,960	4,150	4,800	5,040
1/2 pg. Island	3,580	3,860	4,040	4,305
1/2 pg.	3,200	3,440	3,670	3,900
1/3 pg.	2,300	2,500	2,650	2,810
1/4 pg.	1,750	1,925	2,050	2,155

## 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. REBATES and SHORT RATES

Advertisers will be rebated if within a 12-month period from the date of first insertion they have run at a frequency which earns a lower rate than that at which they have been billed. Advertisers will be short-rated if within a 12-month period from the date of the first insertion they have not earned the frequency upon which their billings have been based.

## 7. 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.

## 8. MECHANICAL REQUIREMENTS

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

### (e) DIGITAL SPECIFICATIONS OF ADVERTISEMENTS (PRINT EDITION):

All files must be Mac compatible. Ads can be accepted on CD, DVD or via our ftp site. Please provide a digital proof or color laser. Acceptable file formats for page layout and images include: PDF, QuarkXPress, InDesign, Illustrator, or Photoshop, EPS, JPEG, or TIFF. Resolution must be at least 300 dpi. Please convert all colors to CMYK (no PMS or RGB colors/images). Fonts must be Type 1 postscript (include both printer font and screen font). We do not accept True Type, Multiple Master or PC fonts. **No embedded IC profiles.** Please contact the Production Manager for our ftp instructions and/or further requirements. Materials should be sent to: **Production Manager, SCHOOL BUS FLEET Magazine, Bobit Business Media, 3520 Challenger Street, Torrance, CA 90503.** Please contact the Production Manager for ftp instructions and/or further requirements.

### (f) DIGITAL SUBMISSION 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

Per column inch.....	1-Time	6-Time	10-Time
	\$115	\$88	\$78

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

## 10. PRINTING

Printing is web offset. Proofs for all advertisements should accompany order for proper identification. Maximum 4/C density should not exceed 300%.

## 11. 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.

## 12. PUBLICATION DATES

Published 11 times annually.

## 13. GENERAL

Ad space may be canceled up to ad close date of issue. Late charges will be applied to ad materials not received by date stated by publisher or production manager.

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. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used a sufficient space to warrant a lower rate than that at which they have been billed.

Advertisers and advertising agencies assume liability for advertisement content (including text, illustration, representation, and other copyright matter), and also assume responsibility for any claim arising therefrom against the publisher.

Publisher reserves the right to reject any advertising that does not conform to publication standards.

Publisher reserves the right to place the word "advertisement" on copy which, in his/her opinion, closely resembles editorial matter.

Positioning of advertisements is at the discretion of publisher except when a paid preferred position has been requested.

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 his/her control affecting production or delivery in any manner.

Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

## 14. 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 the contract, insertion order, etc.

## 15. INVOICES, CREDIT, & CONDITIONS

Our invoices are net 30 days on approved credit for all services.

### Frank Di Giacomo, Publisher

49 S. Maple Avenue

Marlton, NJ 08053

(856) 596-0999

Fax: (856) 596-0168

E-mail: frank.digiacoia@bobit.com

### Mark Hollenbeck, Associate Publisher

3115 NE McDonald Lane

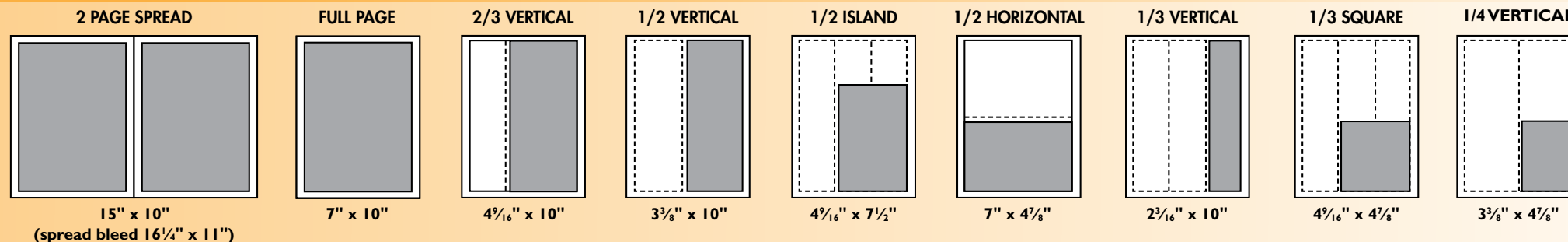
McMinnville, OR 97128

(503) 472-8200

Fax: (503) 472-8228

E-mail: mark.hollenbeck@bobit.com

## ADVERTISEMENT CONFIGURATIONS & DIMENSIONS



ISSUE	JANUARY Great Fleets Issue	FEBRUARY Special-Needs Issue	MARCH Maintenance Issue	APRIL/MAY Security Issue	JUNE Large Bus Issue	JULY Contractor Issue	AUGUST Safety Issue	SEPTEMBER Back-to-School Issue	OCTOBER Top 100 Issue	NOVEMBER NAPT Show Issue	FACT BOOK December
<b>FEATURE ARTICLES</b>	<ul style="list-style-type: none"> <li>• Great Fleets Across America - innovative efforts - green practices</li> <li>• NAPT Conference Coverage</li> <li>• Vehicle Lifts</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Special-Needs Survey</li> <li>• Special-Needs Training</li> <li>• Air Conditioning</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Maintenance Survey</li> <li>• 10 Top Shops</li> <li>• Tire, Batteries and Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• On-Board Security</li> <li>• Annual Driver Management Survey</li> <li>• Video Surveillance</li> </ul>	<ul style="list-style-type: none"> <li>• Large Bus Showcase</li> <li>• Hiring Strategies</li> <li>• Alternative Fuels</li> </ul>	<ul style="list-style-type: none"> <li>• Top 50 Contractor Fleets</li> <li>• Annual Contractor Survey</li> <li>• Wash Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Innovative Safety Tips</li> <li>• Photo Contest</li> <li>• Emergency Equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Defensive Driving</li> <li>• Equipment Survey</li> <li>• Winter Equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Top 100 School District Fleets</li> <li>• Drug Use/Abuse</li> <li>• Lap-Shoulder Belts</li> </ul>	<ul style="list-style-type: none"> <li>• Blockbuster Feature</li> <li>• Annual School District Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Research and Statistics</li> <li>• Bus, Chassis, Engine Specs</li> <li>• Supplier Guide</li> <li>• Associations</li> </ul>
<b>SUPPLEMENT /SPECIAL SECTIONS</b>		Small Bus Supplement	Contractor Feature		Canadian Fact Book					NAPT/NASDPTS Supplement	2011 Wall Calendar (Sponsorships Available)
<b>AD CLOSE</b>	12/8/09	1/12/10	2/9/10	3/11/10	4/29/10	5/27/10	6/28/10	7/29/10	8/27/10	9/22/10	11/10/10
<b>MATERIALS DUE</b>	12/16/09	1/21/10	2/18/10	3/19/10	5/7/10	6/7/10	7/7/10	8/6/10	9/7/10	9/30/10	11/18/10
<b>BONUS DISTRIBUTION</b>		<p>Transporting Students With Disabilities Conference and Exhibition, March 5-10, Orlando, Fla.</p> <p>California Association of School Transportation Officials, March 13-15, Monterey, Calif.</p>	National School Boards Association, April 11-12, Chicago	<p>National Head Start Association, May 3-8, Dallas</p> <p>State Mechanic Workshops (CA, TN, KY, AR, MI, NY, OH, TX)</p>	<p>State Association Meetings (FL, NC, MO, WI, GA, VA, NY, PA, MA)</p>	<p>Southeastern States Pupil Transportation Conference, July 11-14, Columbia, S.C.</p> <p>National School Transportation Association, July 24-28, St. Louis</p>		Association of School Business Officials, Sept. 24-27, Orlando, Fla.		<p>National Association of State Directors of Pupil Transportation Services, Oct. 29-Nov. 1, Portland, Ore.</p> <p>National Association for Pupil Transportation, Oct. 30-Nov. 4, Portland, Ore.</p>	

## 2010 RATE CARD & EDITORIAL CALENDAR



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