

2017 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

United Motorcoach Association EXPO 2017
February 26 - March 2, 2017 • St. Louis, MO

Vehicle Showcase: Motorcoaches

Buyers' Guide to Seating & Fabrics

Buyers' Guide to Vehicle Lifts

Advertising closing: January 20, 2017

Materials: January 27, 2017

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MARCH / APRIL

UMA Expo 2017
Post-Convention Issue

APTA Bus & Paratransit Conference
Reno, NV • May 7-10, 2017

Vehicle Showcase: Paratransit/Shuttle Buses & Vans

Buyers' Guide to Insurance & Finance

Buyers' Guide to HVAC Systems

Advertising closing: March 12, 2017

Materials: March 19, 2017

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MAY / JUNE

CTAA Expo
Detroit, MI • June 11-16, 2017

Vehicle Showcase: Alternative Fuels/Hybrid Vehicles

Buyers' Guide to Software Systems

Buyers' Guide to Brakes & Tires

Advertising closing: April 22, 2017

Materials: April 29, 2017

SPECIAL SHOW ISSUE - BONUS CIRCULATION

2017 BUSLINE EDITORIAL CALENDAR

JULY / AUGUST

Busline's Annual Suppliers Directory

The Manufacturers & Suppliers
Resource Directory

Vehicle Showcase: Small & Mid-Size Buses

Advertising Closing: June 30, 2017

Materials: July 7, 2017

SEPTEMBER / OCTOBER

BusCon Expo Special Emphasis

September 11 - 13, 2017
Indianapolis, IN



APTA Expo & Annual Meeting Atlanta, GA

October 8-11, 2017

Vehicle Showcase: Transit Buses

Buyers' Guide to
Bus Shelters/Street Furniture

Buyers' Guide to Fare Collection

Advertising closing: August 11, 2017

Materials: August 18, 2017

SPECIAL SHOW ISSUE - BONUS CIRCULATION

NOVEMBER / DECEMBER

ABA Marketplace 2018

January 27-30, 2018 • Charlotte, NC

Vehicle Showcase: Trolley Buses

Buyers Guide: Flooring

Buyers Guide: Bus Parts Houses

Advertising Closing: November 3, 2017

Materials: November 11, 2017

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2017

BUSLINE WEBSITE ADVERTISING RATES

@ www.buslinemag.com

A. FULL BANNER = 468 X 60 PIXELS

<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$500/month	\$450/month	\$400/month

B. HALF BANNER = 234 X 60 PIXELS

<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$300/month	\$250/month	\$200/month

C. VERTICAL BANNER = 120 X 240 PIXELS

<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$300/month	\$250/month	\$200/month

D. BUTTON = 120 X 90 PIXELS

<u>3 Months</u>	<u>6 Months</u>	<u>12 Months</u>
\$150/month	\$125/month	\$100/month

eNEWSLETTER ADVERTISING RATES

Ads may also be placed
on Busline's bi-monthly eNewsletter

A. FULL BANNER = 468 X 60 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$500/issue	\$450/issue	\$400/issue

B. HALF BANNER = 234 X 60 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$300/issue	\$250/issue	\$200/issue

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D. BUTTON = 120 X 90 PIXELS

<u>1 Time</u>	<u>3 Times</u>	<u>6 Times</u>
\$150/issue	\$125/issue	\$100/issue

A. Full Banner = 468 x 60 px

B. Half Banner
= 234 x 60 px

Website/Newsletter Ad Sizes
Not Shown Actual Size;
For Scale and Positioning Only.

Banner ads will link readers directly
to your company website.

Busline accepts .jpg, .gif and .swf formats.

C.
Vertical
Banner
= 120 x
240 px

D. Button
= 120 x
90 px

BUSLINE ADVERTISING RATES

FOUR COLOR

Cover, 2, 3, 4 2,400

	1X	3X	6X
Full Page	2,000	1,800	1,400
1/2 Page	1,500	1,350	1,050
1/3 Page	1,125	1,013	788
1/4 Page	844	760	591
1/6 Page	633	570	443
1/8 Page	475	428	333

BLACK & WHITE

	1X	3X	6X
Full Page	1,500	1,350	1,050
1/2 Page	1,125	1,013	788
1/3 Page	844	760	591
1/4 Page	633	570	443
1/6 Page	475	428	333
1/8 Page	356	321	250

Spot Color (Second Color): 180 per color

BUSLINE AD SIZES

SIZE	INCHES
2-Page Spread Bleed	16 7/8 x 11 1/4
Page Bleed	8 5/8 x 11 1/8
Page	7 1/2 x 10
1/2 Page Island	4 7/8 x 7 1/2
1/2 Page Horizontal	7 1/2 x 5
1/2 Page Vertical	3 1/2 x 10
1/3 Page Horizontal	4 1/2 x 4 7/8
1/3 Page Vertical	2 1/4 x 10
1/4 Page Horizontal	5 x 3 1/2
1/4 Page Vertical	3 1/2 x 5
1/6 Page	3 1/2 x 3 1/4
1/8 Page	2 1/4 x 2 1/2

Busline Magazine

Published by Rankin Publishing Co., Inc.
Putting The Bus In Business

MECHANICAL REQUIREMENTS

PUBLICATION SIZE:

Untrimmed size is 8 1/2" x 11"

Trim size is 8 3/8" x 10 7/8"

Page live area is 7 1/2" x 10"

For assistance with spreads, bleeds, inserts and advertorials, please contact advertising staff.

Ads are preferred on CD or by email and in the following formats: High Resolution PDF (PREFERRED PDF/X-1A-COMPLIANT) or a TIFF, JPEG, EPS.

Email: drankin@consolidated.net

Graphic Department Email:

rankinmag@consolidated.net

Up to 15 mg accepted via email. For larger files, call 800-598-8083 for FTP site coordinates.

CONTACT

Busline Magazine is edited for tour, transit and specialty vehicle industry companies and operators. Busline readership: owners and presidents, buyers and purchasing agents, maintenance and management personnel. Circulating to industry executives, Busline will stand apart from its competitors by focusing on subjects of vital importance to its audience each issue.

Busline Magazine

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Don Rankin and Linda Rankin, Publishers

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