

2018 BUSLINE EDITORIAL CALENDAR

JANUARY / FEBRUARY

United Motorcoach Association EXPO 2018

January 6-10 • San Antonio, TX

Vehicle Showcase: Motorcoaches

Buyers' Guide to Seating & Fabrics

Buyers' Guide to Engines & Transmissions

Advertising closing: November 22, 2017

Materials: December 1, 2017

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MARCH / APRIL

UMA Expo 2018 Post-Convention Issue

APTA Bus & Paratransit Conference
Tampa, FL • May 6-9, 2018

Vehicle Showcase: Paratransit/Shuttle Buses & Vans

Buyers' Guide to Insurance & Finance

Buyers' Guide to HVAC Systems

Advertising closing: January 26, 2018

Materials: February 2, 2018

SPECIAL SHOW ISSUE - BONUS CIRCULATION

MAY / JUNE

CTAA Expo

Pittsburgh, PA • June 10-14, 2018

Guide To Green

Vehicle Showcase: Alternative Fuels/Hybrid Vehicles

Buyers' Guide to Software Systems
Buyers' Guide to Video Surveillance, Safety,
Entertainment & Tracking Technology

Advertising closing: April 6, 2018

Materials: April 13, 2018

SPECIAL SHOW ISSUE - BONUS CIRCULATION

2018 BUSLINE EDITORIAL CALENDAR

JULY / AUGUST

Busline's Annual Suppliers Directory

The Manufacturers & Suppliers
Resource Directory

Vehicle Showcase: Small & Mid-Size Buses

Advertising Closing: June 1, 2018

Materials: June 8, 2018

SEPTEMBER / OCTOBER

BusCon Expo Special Emphasis

Indianapolis, IN • October 1-3, 2018



APTA Expo & Annual Meeting

Nashville, TN • September 23-26, 2018

Vehicle Showcase: Transit Buses

Buyers' Guide to
Bus Shelters/Street Furniture

Buyers' Guide to Vehicle Lifts

Advertising closing: August 3, 2018

Materials: August 10, 2018

SPECIAL SHOW ISSUE - BONUS CIRCULATION

NOVEMBER / DECEMBER

ABA Marketplace 2019

January 26-29, 2019 • Louisville, KY

Special Focus: Accessibility

Vehicle Showcase: Limousines & Trolley Buses

Buyers Guide: Flooring
Buyers Guide: Brakes & Tires

Advertising Closing: November 3, 2018

Materials: November 11, 2018

Published by Rankin Publishing Co., Inc.

BUSLINE

Serving the Tour and Transit Industries
Advertising Rate Card and Media Guide
Effective January 2018

BUSLINE WEBSITE ADVERTISING RATES

Busline's eNewsletter is published every month.

A. FULL BANNER = 468 X 60 PIXELS

1 Time	6 Times	12 Times
\$500/issue	\$450/issue	\$400/issue

B. HALF BANNER = 234 X 60 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

C. VERTICAL BANNER = 120 X 240 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

D. BUTTON = 120 X 90 PIXELS

1 Time	6 Times	12 Times
\$150/issue	\$125/issue	\$100/issue

eNEWSLETTER ADVERTISING RATES

@ www.buslinemag.com

A. FULL BANNER = 468 X 60 PIXELS

3 Months	6 Months	12 Months
\$500/month	\$450/month	\$400/month

B. HALF BANNER = 234 X 60 PIXELS

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

C. VERTICAL BANNER = 120 X 240 PIXELS

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

D. BUTTON = 120 X 90 PIXELS

3 Months	6 Months	12 Months
\$150/month	\$125/month	\$100/month

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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