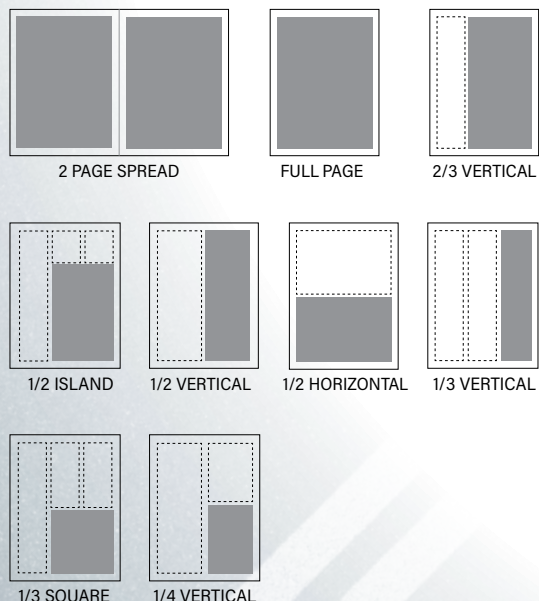


CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

ISSUE	JAN	FEB	MAR	APR/MAY	JUN/JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Technology Issue • Telematics for Vehicle Health • Efficient Routing Solutions • Collision Avoidance Tech	Special-Needs Issue • Special-Needs Survey • Pupil Transportation, Paratransit Partnerships • Seat belts, seating, and restraints	Maintenance Issue • Maintenance Survey • Technician Recruitment, Retention • New Shop Products	Management Issue • Administrator of the Year • Succession Planning • Communication Systems	Contractor Issue • Contractor Survey • Contractor of the Year • Fleet Management Solutions	Back-to-School Issue • Photo Contest Winners • ELDT Impact on the Industry • Student, Ridership Tracking	Safety Issue • Crucial Steps to Take After an Accident • Daylight Savings Time Debate • Tires	Green Issue • Top District Fleets • Alt-Fuel Buses, Infrastructure • New Green Technologies	Game Changers Issue • Game Changers in Pupil Transportation • Future of Pupil Transportation Roundtable • School District Survey	2023 Fact Book • State-by-state breakdown of school bus data, sales, and more in the U.S. and Canada • Bus, Chassis, Engine Specs • Industry Contacts
SPONSORSHIP OPPORTUNITIES		Special-Needs Survey	Maintenance Survey		Contractor Survey Top Contractor List (Digital)	Photo Contest	Ad Study Issue	Top District Fleets	School District Survey	
TARGETED BONUS DISTRIBUTION	🗓️ NSTA Midwinter Meeting Jan. 23-25 Key Largo, FL	🗓️ California Assn. of School Trans. Officials Conference Feb. 12-14 Sacramento, CA			🗓️ NSTA Annual Convention July 25-28 Niagara Falls, NY			🗓️ NASDPTS Conference Oct. 27-31 Arlington, VA		
AD CLOSE	12/9	1/12	2/9	3/17	5/11	7/27	8/17	9/15	10/20	11/15
MATERIALS DUE	12/14	1/18	2/14	3/22	5/16	7/26	8/22	9/20	10/25	11/18

MAGAZINE



All pricing is quoted at net rate.

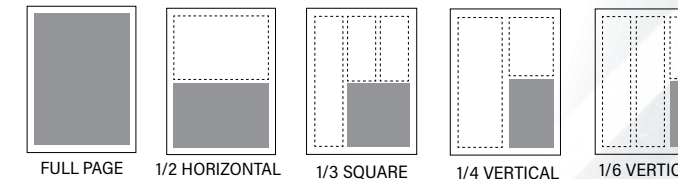
AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
2-Page Spread	Pricing available upon request.			
Full Page	\$5,500	\$5,900	\$6,250	\$6,950
2/3 Vertical	\$4,500	\$4,750	\$5,000	\$5,600
1/2 Island	\$3,900	\$4,200	\$4,450	\$4,900
1/2 Vertical	\$3,650	\$3,900	\$4,100	\$4,600
1/2 Horizontal	\$3,650	\$3,900	\$4,100	\$4,600
1/3 Vertical	\$2,800	\$3,000	\$3,250	\$3,600
1/3 Square	\$2,800	\$3,000	\$3,250	\$3,600
1/4 Vertical	\$2,400	\$2,500	\$2,650	\$2,950

PREMIUM POSITIONING	
Bellyband	Pricing available upon request.
False Front Cover	Pricing available upon request.
Gatefold / Split-Front Cover	Pricing available upon request.
Inserts	Pricing available upon request.

Premium Positions - add 10% to applicable page rate.

See Publication Specifications Page For Detailed Specs.

CLASSIFIED



All pricing is quoted at net rate.

AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
Full Page	\$2,760	\$2,925	\$3,090	\$3,250
1/2 Horizontal	\$1,390	\$1,480	\$1,560	\$1,640
1/3 Square	\$1,065	\$1,125	\$1,175	\$1,250
1/4 Vertical	\$710	\$750	\$790	\$830
1/6 Vertical	\$630	\$670	\$700	\$740