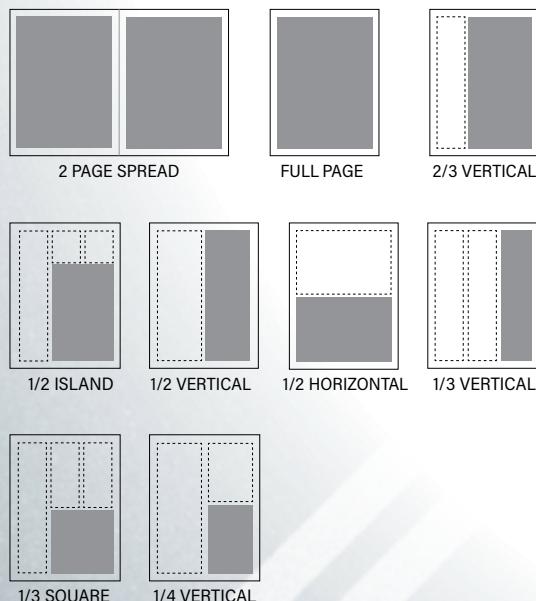


CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

ISSUE	JAN	FEB	MAR	APR/MAY	JUN/JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Technology Issue • Clean School Bus rebate recipients prep for new tech • Love the Bus Month advance • Best tools for battling infections on the bus	Special-Needs Issue • Special-Needs Survey • Training for support animals in special needs transport • Innovations in Type A buses • Handling homelessness in student transportation	Maintenance Issue • Maintenance Survey • Balancing ICE and EV experience in maintenance shops • Transportation Directors and Contractors: Lessons learned from COVID pandemic	Management Issue • Administrator of the Year • Innovations in Leadership: Where drivers are staying • State transportation director roundtable	Contractor Issue • Contractor Survey • Contractor of the Year • Innovations in Contracting	Back-to-School Issue • Photo Contest • Type C vs. Type D Buses	Safety Issue • National School Bus Safety Week • Tips for proper pre-trip/post-trip inspections • Seat belt legislation roundup	Green Issue • Top District Fleets • Clean School Bus Program update • Repower Your School Bus Ride	Game Changers Issue • District Survey Deep-Dive • Game changers in pupil transportation • Pupil transportation families	2024 Fact Book • State-by-state school bus data breakdown • Bus sales in U.S. and Canada • Bus, chassis, engine specs • National and industry contacts
EQUIPMENT	Interior School Bus Technology	Special Needs Equipment	Maintenance Shop Products	Efficiency Software (Routing, Tracking, etc.)	Connectivity	Environmental Systems	Vision Technology (Mirrors, Sensors, etc.)	Fueling Options	Chassis, Wheels Brakes main	
EDITORIAL WEBINARS			Fleet Contracting Trends		Alt-Fuel Fleets		Routing, Security, Maintenance			
SPONSORSHIP OPPORTUNITIES		Special-Needs Survey	Maintenance Survey	Administrator of the Year	Contractor Survey Contractor of the Year	Photo Contest		Top District Fleets	Survey Deep Dive	State-by-State Breakdown
BONUS DISTRIBUTION	📅 NSTA Midwinter Meeting Jan. 21-24 San Diego, CA				📅 NSTA Annual Convention (Date TBA)			📅 NASDPTS Conference (Date TBA) 📅 NAPT Conference Oct. 27-31 Columbus, OH		
AD CLOSE	12/6	1/10	2/7	3/14	5/9	7/19	8/1	9/13	10/18	11/13
MATERIALS DUE	12/9	1/13	2/10	3/17	5/12	7/24	8/8	9/186	10/23	11/16

MAGAZINE



All pricing is quoted at net rate.

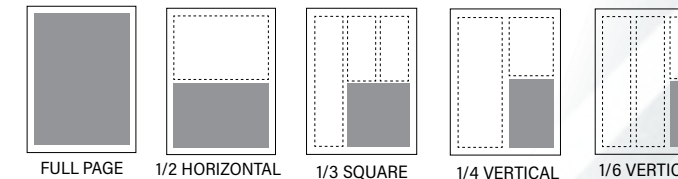
AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
2-Page Spread	Pricing available upon request.			
Full Page	\$5,500	\$5,900	\$6,250	\$6,950
2/3 Vertical	\$4,500	\$4,750	\$5,000	\$5,600
1/2 Island	\$3,900	\$4,200	\$4,450	\$4,900
1/2 Vertical	\$3,650	\$3,900	\$4,100	\$4,600
1/2 Horizontal	\$3,650	\$3,900	\$4,100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

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AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
Full Page	\$2,760	\$2,925	\$3,090	\$3,250
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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