



**JANUARY • SECURITY issue**

- Connected Bus: Apps, Wi-Fi, Video, Software, GPS & Tablets
- Driver Training, Background Checks & Hiring
- Vehicle Security: Protocols & Awareness
- Monitoring Student Behavior/Bullying
- Severe Weather Impacts
- Communication Systems

Ad Close: Nov. 25  
Mech Deadline: Dec. 2  
Bonus Distribution:  
NSTA Conference

**FEBRUARY • MAINTENANCE, SERVICE & PARTS issue**

- Refurbishing School Buses
- Equipment Installation & Repair
- Parts Distribution & Inventory Management
- Tires
- Telematics Data + Trends
- Tech Training & Accreditation

Ad Close: Jan. 6  
Mech Deadline: Jan. 11

**MARCH • TSD CONFERENCE/SPECIAL NEEDS issue**

- TSD Conference Preview
- The Down Training
- A/C Systems
- Child Passenger Safety: Integrated Seating, Harnesses, Car Seats & Vests
- Fire Suppression Trends & Adoption
- Video Review: Behavioral Analysis

Ad Close: Jan. 27  
Mech Deadline: Feb. 1  
Bonus Distribution:  
TSD Conference  
State Transportation Conference

**APRIL • SUPERINTENDENT, ADMIN & GREEN issue**

- Fuel Choice: Gasoline, Propane, CNG, Diesel, Electric
- Contracting & School District Agreements
- Property, Casualty & Risk
- Capital Expenditures & Budgeting: SaaS + Maas
- Transportation Software + GPS
- Alternative Fuels Training

Ad Close: Feb. 24  
Mech Deadline: Mar. 1  
Bonus Distribution:  
Canadian Conferences  
State Transportation Conferences

**MAY • SAFETY issue**

- Mobility Equipment
- LEDs & Lighting Solutions
- Child & Object Detection Systems
- Digital Event Recorders/Continuous Loop
- Illegal Passing + Stop Arm Violations
- Lap-Shoulder Seat Belts

Ad Close: Mar. 31  
Mech Deadline: April 5  
Bonus Distribution:  
CTAA Conference

**JUNE • STN EXPO CONFERENCE issue**

- STN EXPO Conference Preview
- Total Cost of Ownership & KPIs for School Buses
- Engines, Turbos, Power Plants & Drivetrain: Phase 2
- Tablet & App Functionality
- School Bus Seat Covers + Foam Seat Backs
- Distracted & Drowsy Driving

Ad Close: April 28  
Mech Deadline: May 3  
Bonus Distribution:  
State Transportation Conferences

**JULY • PRIVATE FLEETS & SCHOOL BUS CONTRACTORS issue**

- Pilot Programs & Studies: New Equipment & Technology
- Contractor Profiles
- Field Trips & Charters
- Emission Requirements
- Cellular Data Usage for On-Board Equipment
- Driver & Attendant Training

Ad Close: May 26  
Mech Deadline: May 31  
Bonus Distribution:  
STN EXPO  
NSTA Meeting  
State Transportation Conferences

**AUGUST • FLEET & OPERATIONS MANAGERS issue**

- Garage Stars: Industry Profiles
- Replacement Seat Covers & Foam
- Parts Purchasing & Outsourcing
- Lifts & Hoists
- Wireless Downloading & Video Solutions
- Brakes, Drums, Rotors & Pads

Ad Close: June 23  
Mech Deadline: June 28  
Bonus Distribution:  
STN EXPO

**SEPTEMBER • TECHNOLOGY issue**

- Anti-Idling & Emissions
- On-Board Technology Standards
- IoT: Services in School Transportation
- Technology Convergence: GPS, Video, Software & Tablets
- Cloud Storage & Data Management
- Real-Time Driving Directions

Ad Close: July 28  
Mech Deadline: Aug. 2

**OCTOBER • NAPT CONFERENCE issue**

- Young Rising Stars: Profiles in Leadership
- NAPT & NASDPTS Conference Preview
- Wi-Fi + Software Implementations
- Emerging Technology
- Oil, Lubricants & Fuel Treatment
- Climate Control Trends

Ad Close: Aug. 25  
Mech Deadline: Aug. 30  
Bonus Distribution:  
NAPT & NASDPTS Conference  
State Transportation Conferences

**NOVEMBER • TRANSPORTATION DIRECTORS & LEADERSHIP issue**

- STN Leadership Award Winner Interview
- Video Camera & DVR Upgrades
- Flooring, Step Well & Corrosion
- Maintenance Software
- Grants, Bond Measures & Special Funding Allocations
- School Bus Seating + Occupant Restraints

Ad Close: Sept. 29  
Mech Deadline: Oct. 4  
Bonus Distribution:  
NAPT & NASDPTS Conference  
State Transportation Conferences

**NAPT SHOW REPORTER (Conference Daily)**

- Onsite Coverage of the NAPT Summit & NASDPTS Conference

Ad Close: Oct. 13  
Mech Deadline: Oct. 18  
Distribution NAPT Conference

**2018 GIANT INDUSTRY CALENDAR • Industry Events & Dates**

Ad Close: Sept. 29  
Mech Deadline: Oct. 4

**DECEMBER ISSUE • 2018 BUYERS GUIDE**

- Directory with Stats, Analysis & Industry Contacts

Ad Close: Nov. 17  
Mech Deadline: Nov. 22  
Bonus Distribution  
NSTA Meeting



## MAGAZINE ADVERTISING RATES

Contract Rates

	Open Rate	3x	6x	12x
1 page standard	\$4,975	\$4,775	\$4,225	\$3,875
1/2 page island	\$3,875	\$3,450	\$3,050	\$2,775
1/2 page horizontal or vertical	\$2,950	\$2,775	\$2,625	\$2,450
1/3 page square or vertical	\$2,100	\$1,800	\$1,650	\$1,450
1/4 page square	\$1,550	\$1,495	\$1,275	\$1,195
1/6 page vertical	\$950	\$775	\$725	\$685
Classified ads (per column inch)	\$125	\$105	\$95	\$85
STN Annual Wall Calendar	\$4,175*			

Wall Calendar Specs: 13.5" x 10.25" + 1/8" Bleed

\*Wall Calendar rates include color charges

## Color Rates

2-color .....	\$600
4-color .....	\$1,000
4-color, Facing Pages .....	\$1,500

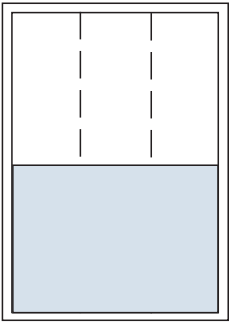
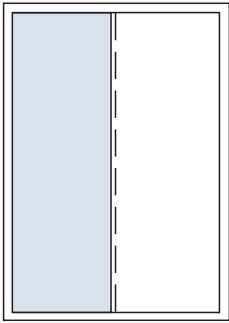
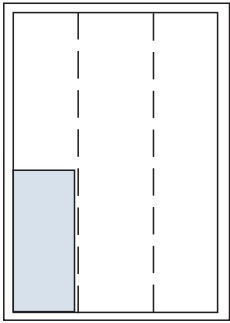
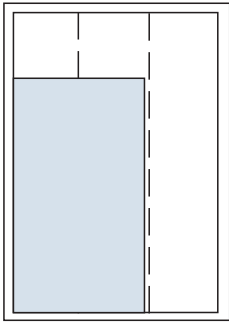
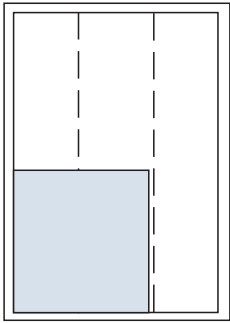
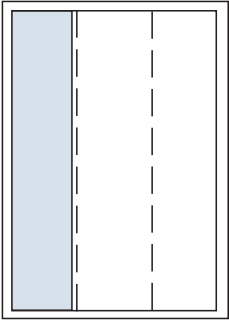
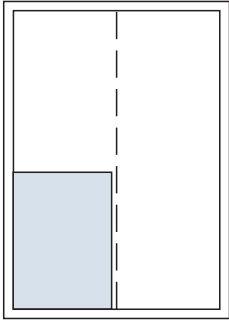
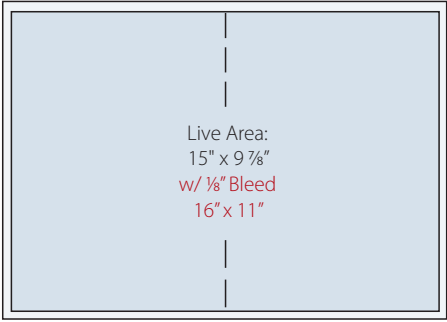
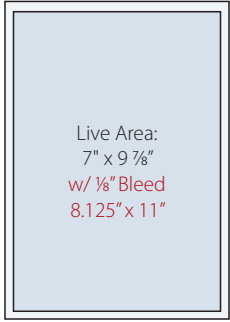
## Special Position Rates

Cover 2 (IFC) .....	15%
Cover 3 (IBC) .....	10%
Cover 4 (BC) .....	20%
Preferred Positions* .....	10%

\*Preferred positions:

Opposite the Table of Contents, First Take, Top Story, Headlines

## DISPLAY AD SIZES

<p>1/2 Horizontal</p>  <p>7" x 4 7/8" [ 7 x 4.875 ] CONVERSION</p>	<p>1/2 Vertical</p>  <p>3 3/8" x 9 7/8" [ 3.375 x 9.875 ] CONVERSION</p>	<p>1/6 Vertical</p>  <p>2 3/16" x 4 7/8" [ 2.1875 x 4.875 ] CONVERSION</p>	<p>1/2 Island</p>  <p>4 9/16" x 7 1/2" [ 4.5625 x 7.5 ] CONVERSION</p>	<p>1/3 Square</p>  <p>4 9/16" x 4 7/8" [ 4.5625 x 4.875 ] CONVERSION</p>
<p>1/3 Vertical</p>  <p>2 3/16" x 9 7/8" [ 2.1875 x 9.875 ] CONVERSION</p>	<p>1/4 Square</p>  <p>3 3/8" x 4 7/8" [ 3.375 x 4.875 ] CONVERSION</p>	<p>2 Page Spread</p>  <p>Live Area: 15" x 9 7/8" w/ 1/8" Bleed 16" x 11"</p> <p>Final Trim: 15 3/4" x 10 3/4" [ 15.75 x 10.75 ] CONVERSION</p>		<p>Full Page</p>  <p>Live Area: 7" x 9 7/8" w/ 1/8" Bleed 8.125" x 11"</p> <p>Final Trim: 7 7/8" x 10 3/4" [ 7.875 x 10.75 ] CONVERSION</p>

# SPECIFICATIONS

## Ad Mechanical Details At-A-Glance:

Requirements: All artwork is to be a minimum of 300 dpi @ 100% scale with all spot (PMS) colors converted to the CMYK colorspace. RGB files will not be accepted. Any corrections to artwork by STN will be done at an additional charge. STN will not be responsible for any color shifts that may occur during the conversion from the current color profile to the CMYK color space. For more details on ad requirements and additional charges, please see sections 1 & 2 below.

Bleed: Full bleed ads are available for the 2-page spread and the full page configurations. Bleed must be a minimum of 1/8" beyond the final trim size, if a full bleed is desired.

Live Area: All copy and images that are not meant to bleed are to remain within the live area. (The live area is applicable on the 2-page spread and full page ad with bleed only.)

Wall Calendar ad mechanical specifications: 13.5" x 10.25" + 1/8" Bleed

## 1. Mechanical Requirements:

STN is typically saddle stitched, except for the Annual Buyer's Guide, which is perfect bound. Single column width is 2 3/16" and double column width is 4 1/16". Column depth is 9 7/8". Publication trim size is 7 7/8" x 10 3/4" and live area is 7" x 9 7/8". Gross size does not include a required 1/8" bleed on all four edges of each page. For trim purposes, the publication jogs to the head. Additional allowance for gutter trim should be made in the preparation of spreads reading or bleeding across the fold. Single page bleed 8 1/8" x 11"; spread bleed 16" x 11". Vital parts of ad copy and layout should be kept at least 1/2" from the gross page size.

## 2. Ad Mechanical Specifications:

STN will accept electronic display ad, classified ad, and Web media ad files submitted to <https://stnmedia.wetransfer.com> or to our office on CD.

- We accept files in both Macintosh and PC formats. We accept native InDesign, Photoshop, and Illustrator files.
- Preferred file formats are PDF, EPS, JPEG or TIFF. If files are submitted as native Illustrator or InDesign, all fonts and linked images must be included.
- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution and press-ready (i.e. saved for printing and not for onscreen viewing). Digital ad files and images within files must have a resolution of 300 dpi or greater and color must be CMYK. Ad materials submitted in MS Publisher or Word formats are not acceptable and will be returned. PMS or RGB colors will not be accepted and will be returned.
- A disk directory listing all files and images should be enclosed.
- Digital ads delivered to STN must be accompanied by a contract color proof to SWOP standards. Color proofs that are not to SWOP standard cannot be used for final proofing. STN, its digital pre-press supplier and its printer are not responsible for color and content of electronic ads based on screen appearance or when a color SWOP proof has not been supplied.
- Ads supplied digitally must be accompanied by a color proof; we accept color lasers for content accuracy only but not for final color proofing.

## 3. Standing Ad Materials:

Digital ads will be stored electronically for 12 months following their last use and then deleted, unless STN is instructed otherwise in writing by the advertiser or agency.

## 4. Inserts:

Custom inserts can be printed and placed for a nominal fee. Contact STN sales representative for details. Other costs include: glue tipping, stapling or polybagging.

Agency commission is not given for any production costs. Reply post card inserts may only be used with full page or larger ads; reply cards must be less than 1/2 page. Minimum paper weight is 60-lb., maximum paper weight is 100-lb. Before printing an insert scheduled for display in STN, advertisers should submit two complete dummy copies of the insert for review by STN and its printer and check with STN for quantity, mechanical requirements, tip-in charges, printing instructions and shipping requirements.

## 5. Classified Advertising:

Column inches based on columns 2 3/16" wide. Reader service numbers and display ad sizes and rates are not available in the classified ad section. Prepayment required. Classified ads are non-commissionable. American Express, MasterCard and Visa accepted. *For classified advertising rates, see previous page.*

## 6. Printing:

The magazine is printed Web offset or sheet fed on coated paper. STN is not responsible for color reproduction if the advertiser or ad agency fails to supply a match print. Advertisers should be aware that slight color variations may occur due to paper color differences. If clients fail to provide match prints. STN's printer may do so and the client will be invoiced accordingly.

School Transportation News prints at:

Quad Graphics/Waseca Division – 2300 Brown Ave., Waseca, MN 56093

## 7. Shipping Instructions:

All insertions orders and ad materials should be shipped to:

School Transportation News  
Creative Department  
5334 Torrance Blvd., 3<sup>rd</sup> Floor  
Torrance, CA 90503

### Electronic file submission:

Submit all digital ads to: <https://stnmedia.wetransfer.com>

Submit art related inquiries to:

[kimber@stnmedia.com](mailto:kimber@stnmedia.com) or [maria@stnmedia.com](mailto:maria@stnmedia.com)



## POLICIES

### 8. Audited Circulations:

*SCHOOL TRANSPORTATION NEWS* is BPA audited and offers a qualified circulation of 29,337 school transportation professionals. Source: BPA 2015 Publishers Statement for the period ending December 2015.

### 9. Contract Year:

Advertising inserted within 12 months of the first insertion earn frequency discount.

### 10. Rebates & Short Rates:

Advertisers will be rebated at the end of their contract period if they run a frequency which earns a lower discount. Advertisers will be short-rated if, within 12 months from the contracted date of their first insertion, they do not run the frequency on which the discount is based.

### 11. Cancellation:

Cancellations of ad contracts must be made in writing by U.S. mail, postmarked 30 days prior to scheduled ad closing. E-mail, fax or telephone communications canceling ad space will not be accepted.

## CONTRACT

### 12. Contract Rates:

Display advertising rates are based on: 1) insertion frequency beginning with the first insertion in a standard 12-month contract year, and 2) contracted for IN WRITING AND IN ADVANCE. Multiple page ads or multiple ads count toward frequency discount and will be billed at the rate applicable to each size ad.

### 13. Publisher's Rate Policy:

Advertising contracts are subject to change in rates upon 30-day written notice from the Publisher. Advertisers may cancel their contracts at the time new rates become effective without incurring a short-rate adjustment. Display ad publishing conditions, other than rates, are subject to changes by Publisher without notice; revised display ad publishing conditions and rate card changes will be posted to STN's website.

### 14. Commission & Cash Discounts:

Display advertising space is commissionable at 15% to accredited advertising agencies on space and color charges.

### 15. Ad Production & Charges:

Costs incurred by Publisher to produce advertising mechanicals from electronic files, or in connection with the computer-to-plate process, submitted by the client, will be billed to the advertiser or its agency. If ad materials arrive after the mechanical deadline and result in blue-line changes, STN reserves the right to charge late fees.

### 16. Credit Profile:

A credit profile is required from first-time advertisers and their advertising agencies.

### 17. Payment Terms:

Invoices are due and payable 30 days after the date of invoice. The advertiser and its agency are jointly responsible for the payment of ad space and production charges. Payment in U.S. dollars.

**Non-Payment:** If any monies due to the Publisher are not paid within 60 days of the invoice date, agency discounts are subject to revocation and the account is subject to a service charge of one and one-half percent per month (18 percent per year) effective the 30th day after the original invoice date. It is STN's policy to contact the advertiser directly for payment when an invoice reaches 60 days overdue. Advertisers agree to pay costs of collection, if necessary.

## CONTACT INFORMATION

### 18. Publisher's Legal Liability:

Advertisers and advertising agencies are severally and jointly liable for all content (text, representation and illustrations) of advertisements, and assume responsibility for any claims arising therefrom against the Publisher. Advertisers agree to indemnify the publisher against any claims or expenses resulting from the unauthorized use of name, photograph, sketch, or words protected by copyright or registered trademarks, label, etc., in connection with advertising. The Publisher reserves the right to reject any advertising which, in his opinion, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers, violates postal or U.S. currency regulations or is unsatisfactory to themselves. The terms and conditions of STN's 2017 rate card are part of all advertising contracts and agreements. Publisher's liability for an ad space error will not exceed the cost of the advertisement occupied by the error. In the event an ad make-good is necessary, the make-good ad will appear in the next available issue or at the Publisher's discretion but will not replace a scheduled ad insertion.

### 19. Contact Information:

Tony Corpin  
Publisher  
T: 310/792-2226, F: 310-792-2231  
E-mail: [tony@stnonline.com](mailto:tony@stnonline.com)