## 2018 Editorial Calendar

### January

**Security Issue**
- Backend Video Surveillance Software Interface
- Student Bullying & Behavior
- Driver Self Defense Training
- Alternative Fuels: Electric Vehicles (EVs), Propane & CNG
- Student Tracking Apps & Bus Location
- School Bus Communications

### February

**Maintenance, Service & Parts Issue**
- Mechanics Tool Box
- Vehicle Telematics & Parts Replacement
- Batteries & Electrical System Management
- Greening the Yellow Fleet
- Innovative Maintenance Bays
- Engines, Diagnostics & Over the Air Programming

### March

**TSD Conference & Special Needs Issue**
- TSD Conference Preview
- Wheelchair Securement Training
- A/C Systems & Parts
- Child Passenger Safety: Integrated Seating, Harnesses & Vests
- Video Monitoring of Special Needs Students
- Child Detection Technology

### April

**Superintendent & Admin Issue**
- Utilizing Data to Drive Decisions
- Onboarding School Bus Drivers & Retention
- School Bus Contracting & Municipal Agreements: Liquidated Damages
- Total Cost of Ownership & KPI’s for School Buses
- Bell Time Changes
- Reducing Fuel Consumption & Costs

### May

**Safety Issue**
- Automated Vehicle Technology
- School Bus Driver Risk Reduction & Training
- LEDs & Lighting Solutions
- Illegal Passing & Danger Zone
- Lap-Shoulder Seat Belts Adoption
- Reduction of Risk & Liability

### June

**STN EXPO Conference Preview Issue**
- STN EXPO Conference Preview
- Engines, Emissions, Turbos & Drivetrain
- Tablet (MDT) Onboard Tools for Drivers
- Driver, Staff & Attendant Training
- Increasing Complexity of School Bus Systems
- ASE Certification & Maintenance Training

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**Ad Close:** Nov. 29
**Mech Deadline:** Dec. 1
**Bonus Distribution:** NSTA Conference

**Ad Close:** Jan. 5
**Mech Deadline:** Jan. 10
**Bonus Distribution:** TSD Conference State Transportation Conference

**Ad Close:** Feb. 02
**Mech Deadline:** Feb. 07
**Bonus Distribution:** Canadian Conferences State Transportation Conferences

**Ad Close:** Mar. 02
**Mech Deadline:** Mar. 07
**Bonus Distribution:** CTAA Conference

**Ad Close:** April 04
**Mech Deadline:** May 02
**Bonus Distribution:** STN EXPO State Transportation Conferences
PRIVATE FLEETS & SCHOOL BUS CONTRACTORS ISSUE
- Pilot Programs: New Equipment & Technology
- Innovative & Growing Contractors: Profiles
- Field Trips & Charters
- Driver Sleep Apnea & Distractions
- Cellular Data & Wi-Fi Trends
- Fire Suppression Trends

Ad Close: ............... June 01
Mech Deadline: .......... June 06

Bonus Distribution:
STN EXPO
NSTA Summer Meeting
State Transportation Conferences

JULY

FLEET OPERATIONS ISSUE
- Garage Stars: Industry Profiles
- Refurbishing School Buses
- Video Surveillance Review
- Brakes, Drums, Rotors & Pads
- Streamlining Pre/Post Inspections
- Tires & Service

Ad Close: .................. June 22
Mech Deadline: .......... June 27

FLEET OPERATIONS ISSUE
- Galaxy Stars: Industry Profiles
- Refurbishing School Buses
- Video Surveillance Review
- Brakes, Drums, Rotors & Pads
- Streamlining Pre/Post Inspections
- Tires & Service

Ad Close: .................. July 27
Mech Deadline: ..........July 01

TECHNOLOGY ISSUE
- VW Mitigation Trust Fund Projects
- Technology Super Users
- IoT on the School Bus
- Technology Convergence: GPS, Video, Software & Tablets
- Data Sharing & Usage on the School Bus
- Incident Command & Management

Ad Close: ............... Aug. 01
Mech Deadline: .......... Aug. 01

TECHNOLOGY ISSUE
- VW Mitigation Trust Fund Projects
- Technology Super Users
- IoT on the School Bus
- Technology Convergence: GPS, Video, Software & Tablets
- Data Sharing & Usage on the School Bus
- Incident Command & Management

Ad Close: ............... Aug. 31
Mech Deadline: .......... Sept. 05

FALL CONFERENCE PREVIEW ISSUE
- Rising Stars: Profiles in Leadership
- NAPT & NASDPTS Conference Preview
- Improving Parent Communications
- Increased Driver Recruitment/Retention
- Student Detection & Driver Reminders
- Climate Control Trends

Ad Close: .................. Sept. 28
Mech Deadline: .......... Oct. 03

FALL CONFERENCE PREVIEW ISSUE
- Rising Stars: Profiles in Leadership
- NAPT & NASDPTS Conference Preview
- Improving Parent Communications
- Increased Driver Recruitment/Retention
- Student Detection & Driver Reminders
- Climate Control Trends

Mech Deadline: .......... Oct. 17

TRANSPORTATION DIRECTOR & LEADERSHIP ISSUE
- STN Leadership Award Winner Interview
- Video Camera & DVR Upgrades
- Staffing & Overtime
- Transportation & Routing Software
- Improved Vehicle Utilization
- Occupant Restraints & Student Behavior

Ad Close: .................. Nov. 09
Mech Deadline: .......... Nov. 14

Bonus Distribution
NSTA Mid-Winter Meeting

NOVEMBER

2019 BUYERS GUIDE
Directory with Stats, Analysis & Industry Contacts

Ad Close: .................. Nov. 09
Mech Deadline: .......... Nov. 14

2019 BUYERS GUIDE
Directory with Stats, Analysis & Industry Contacts

Ad Close: .................. Nov. 09
Mech Deadline: .......... Nov. 14

INDUSTRY EVENTS CALENDAR
Industry Events & Dates

Ad Close: .................. Nov. 09
Mech Deadline: .......... Nov. 14

Bonus Distribution:
NAPT & NASDPTS Conference
State Transportation Conferences

DECEMBER

(Conference Daily) Onsite Coverage of the NAPT & NASDPTS Conferences
- Special Rates

Mech Deadline: .......... Oct. 17

Bonus Distribution:
NAPT & NASDPTS Conference
State Transportation Conferences

DECEMBER

(Conference Daily) Onsite Coverage of STN EXPO

Ad Close: .................. June 16
Mech Deadline: .......... June 20