

# 2020 School Transportation® *News*

**PRINT & DIGITAL** | MEDIA  
PLANNING KIT

[WWW.STNONLINE.COM](http://WWW.STNONLINE.COM)



School Transportation News is the definitive source of trends and news in the school bus industry. Our team is dedicated to telling the stories of leaders who are defining where business is headed. We offer innovation, creativity and impact for brand building and lead generation in a rich environment of editorial excellence."



—Tony Corpin, President,  
STN Media Group

WWW.STNONLINE.COM

**School Transportation**  
*News*

## BUILD YOUR BRAND

January — November  
+ Buyer's Guide

PRINT

**24,342**

DIGITAL

**15,364**

AUDITED READERSHIP



STNONLINE.COM

**1.1 MILLION**  
ANNUAL PAGE VIEWS



E-NEWSLETTERS

**25,000**

OPT-IN SUBSCRIBERS

**20%**

AVERAGE OPEN RATE



SOCIAL MEDIA

**16,000**  
TOTAL REACH

(As of 08/30/19)



**5,867**  
LIKES



**2,725**  
FOLLOWERS



**5,009**  
MEMBERS



**2,100**  
SUBSCRIBERS

## CONFERENCES

# TSD

Transporting Students with  
Disabilities & Special Needs  
CONFERENCE & TRADE SHOW

Embassy Suites Dallas-Frisco Hotel  
Convention Center & Spa  
**March 20-25, 2020**  
tsdconference.com

5 INDUSTRY EVENTS

**1,700**  
ATTENDEES

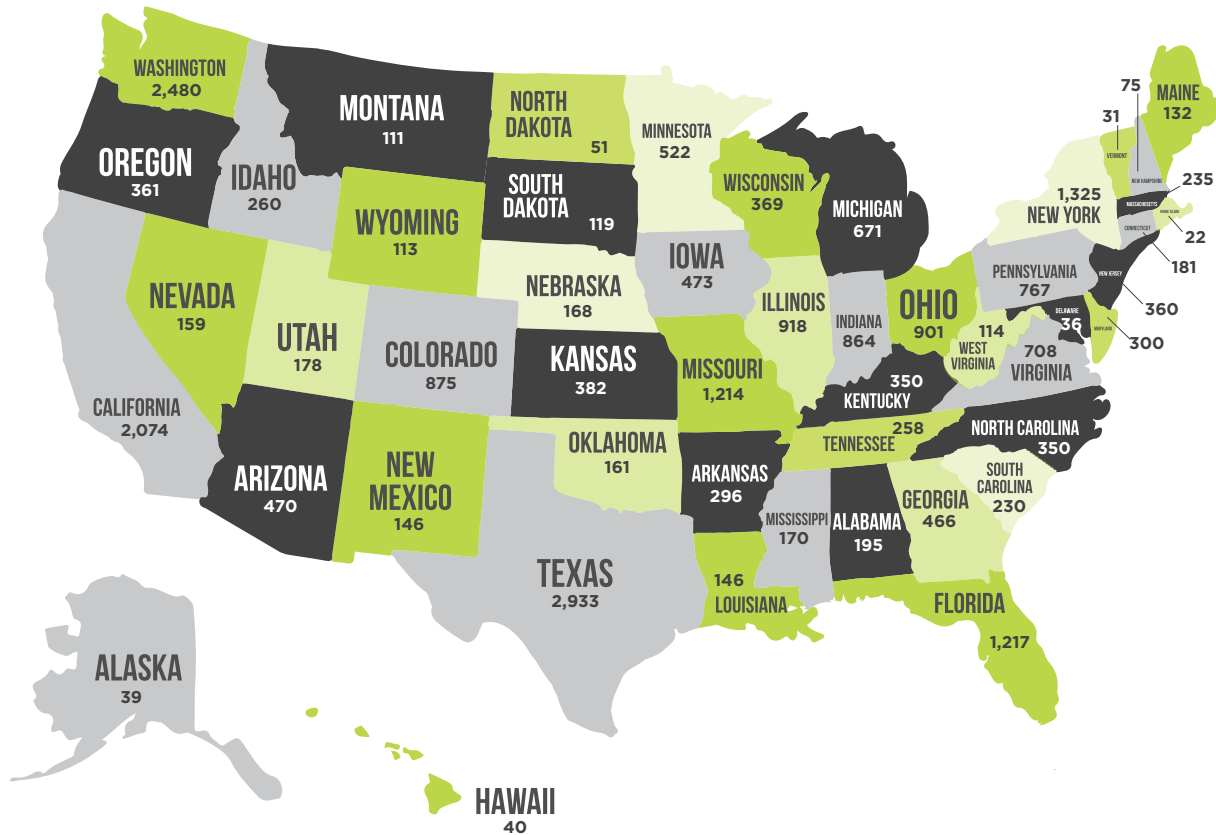
**STNEXPO** + TRANSPORTATION DIRECTOR  
CONTENT. COMMUNITY. COMMERCE. *Summit*

JW Marriott Hotel  
Indianapolis, IN  
**June 4-8, 2020**

Peppermill Resort  
Reno, NV  
**July 10-15, 2020**

stnexpo.com

Distribution - May 2019 | Unique Total Qualified Circulation

PRIMARY READERS ▶ **26K\*\*** PASS-ALONG READERS ▶ **88K\*** TOTAL READERS ▶ **114K**

STN magazine is very helpful in navigating the many options that are available. Receiving the hard copy is a good tool to share information with CBO for purchasing new products.

—Sam Anderson | Transportation Manager | Redlands USD, California

## REACH THE READER\*\*

Transportation Director	9,107
Superintendent/School Business Official	4,973
President/CEO	2,822
Fleet Manager	1,604
Driver Trainer	2,236
Others Allied to the Field	4,844

STN READERS SPEND **50 MINUTES** ON AVERAGE WITH EACH ISSUE\*

School District Fleets	18,733
Contractor Fleets	2,978
Manufacturers, Suppliers, others allied to field	1,738
Private School, University Transit Fleets	1,051
Head Start Fleets	603
Federal, State & Local Government	483

### JANUARY



### FEBRUARY



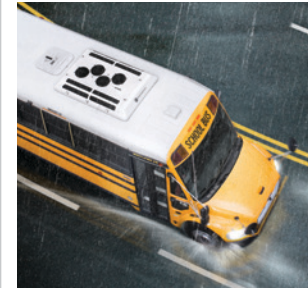
### MARCH



### APRIL



### MAY



### JUNE



#### CUSTOMER SERVICE

#### BUS GARAGE

#### SPECIAL NEEDS

#### SCHOOL EXECUTIVE & SUPERINTENDENT

#### SAFETY & SECURITY

#### SCHOOL BUS CONTRACTOR

STORY EMPHASIS

- Increased School Bus Uptime
- Transportation Software & Technology Help Desk
- Video Security Installation & Training
- GPS, Parent Communications & Apps
- Managing Student Behavior
- Heroic Acts On & Around the School Bus

- Mechanic Salary Survey
- Engine Systems Training (Electric, Propane, CNG, Gas & Diesel)
- New Modern Transportation Centers
- School Bus Inspections
- Parts Procurement & Inventory Management
- Selecting Maintenance Software

- TSD Conference Preview & Exhibitor Overview
- Fire Suppression Trends
- Child Passenger Safety & Integrated Seating
- Outsourcing Special Needs Transportation
- Student Tracking
- Mitigating Risk & Liability Issues



- Driver Salary Survey
- Crisis Management
- McKenney-Vento Transportation
- Comparing Video Security & Recording Devices
- Contracting School Bus Service
- Illegal Passing Challenges

- STN EXPO Indianapolis Preview & Exhibitor Overview
- School Bus Emergency Evacuations
- Developing Mock Casualty Training
- Video Security Systems & Software
- Child Reminder & Pedestrian Detection
- Seat Belts & Occupant Restraints

- School Bus Contractor Profiles
- Driver & Mechanic Shortages
- Connected Fleets
- IEPs & Special Needs Transportation
- Air Conditioning
- Employee Workplace Satisfaction & Wellness

DATES

Ad Close: ..... Dec. 04  
Mech Deadline: ..... Dec. 06

Ad Close: ..... Jan. 08  
Mech Deadline: ..... Jan. 10

Ad Close: ..... Jan. 31  
Mech Deadline: ..... Feb. 05

Ad Close: ..... Feb. 28  
Mech Deadline: ..... Mar. 04

Ad Close: ..... Mar. 27  
Mech Deadline: ..... April 01

Ad Close: ..... April 24  
Mech Deadline: ..... April 29

BONUS DIST.



JAN. 18-21  
SCOTTSDALE, AZ



MARCH 20-25  
DALLAS/FRISCO, TX



JUNE 4-8  
INDIANAPOLIS, IN.



JUNE 4-8  
INDIANAPOLIS, IN.



### JULY



### AUGUST



### SEPTEMBER



### OCTOBER



### NOVEMBER



### DECEMBER



#### DECISION-MAKING

- STN EXPO Reno Preview & Exhibitor Overview
- Artificial Intelligence: Video, GPS & Software
- VW Settlement Funds & Grants
- Selecting the Right Fuel & Energy Choice
- Updated National Specifications & Procedures
- Changing Bell Times

Ad Close: ..... May 29  
Mech Deadline: ..... June 03

#### FLEET MANAGEMENT

- Garage Stars Profiles
- Investing in New Fuel Types & Infrastructure
- Total Cost of Ownership: Leasing & Financing
- Preparing Fleets for School Start Up
- Fleet Utilization & Optimization
- Tires

Ad Close: ..... June 26  
Mech Deadline: ..... July 01

#### TECHNOLOGY

- Tech Super User Profiles
- Ride Share & Alternative Student Transportation
- Internet of Things (IoT)
- Driver Assistance Technology
- Wi-Fi, 5G & Data Usage
- Preparing & Presenting KPI Data



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

#### LEADERSHIP

- Rising Superstars Profiles
- Grants, Funding & Bond Measures
- Organizational Culture & Ethics
- Bullying Prevention
- Electric School Buses
- Tablets & Mobile Data Terminals

Ad Close: ..... Aug. 28  
Mech Deadline: ..... Sept. 02

#### TRANSPORTATION DIRECTOR

- Transportation Director of the Year Award
- Staffing & Retention Strategies
- New School Bus & Equipment Purchasing
- NAPT & NASDPTS Conference Previews
- Lifecycle Costing of Technology
- Transportation Director Salary Survey

#### 2021 INDUSTRY EVENTS CALENDAR

Ad Close: ..... Sept. 27  
Mech Deadline: ..... Oct. 02

#### 2021 BUYERS GUIDE

The Ultimate School Bus Industry Guide with statistics, analysis, school bus dealers, OEMs, industry suppliers, product purchasing cross reference, associations and organizations.

An invaluable resource that remains on everyone's desk.

Ad Close: ..... Nov. 13  
Mech Deadline: ..... Nov. 18

**STNEXPO**  
CONTENT. COMMUNITY. COMMERCE.  
JULY 10-15 | RENO, NV.



JULY 19-22 | NIAGARA FALLS, NY



## WEBSITE



### Leaderboard

728 x 90

### Medium Rectangle

300 x 250

### Partner Updates

Native Ad

### Video Ad

### PAGES/VISITS

4.32

### AVG. VISIT DURATION

2:29

### MALE

55%

### FEMALE

45%

### TOP MEDIAN AGES

25-34 | 35-44 | 45-54

### TOP 5 STATE VIEWERSHIP

CA | TX | NY | IL | VA

### AVERAGE VISITOR STATS (ANNUAL)

1.1 MILLION

PAGE VIEWS

235K

UNIQUE VISITORS

### PARTNER UPDATES

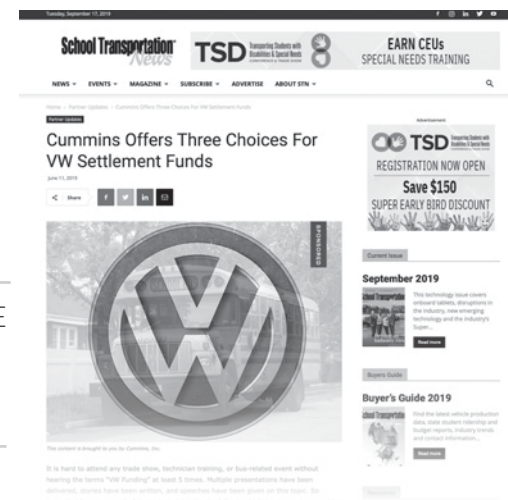
Targeted Advertising Via  
Sponsored Content

Partner updates offer you highly effective positioning around content that relates to your products and services.

### STN READERS SPEND ON AVERAGE

ONE MINUTE

WITH EACH PARTNER UPDATE



### Top 5 Best-Performing Partner Updates of 2019:

Cummins, Inc. .... 3,071 views  
"Cummins Offers Three Choices For VW Settlement Funds"

First Student ..... 2,479 views  
"Strategies for School Bus Safety Success"

SafeGuard ..... 2,421 views  
"WATCH: SafeGuard's Exclusive Crash Test Enlightens Industry"

Lion Electric Co. .... 2,008 views  
"Electric School Buses Are More Affordable Than You Think"

Cummins, Inc. .... 1,693 views  
"Best Practices for Maintaining Your Diesel School Bus Engines"

Rates start as low as \$2,250 net per month.

## STN eNEWS UPDATE (WEEKLY)

A weekly rundown of school transportation's top news, features and blogs—plus the latest industry jobs and multimedia.

Rates start as low as \$250 per week.

## E-NEWSLETTERS

25,000

OPT-IN SUBSCRIBERS

20%

AVERAGE OPEN RATE



**STNeNews**  
The latest updates in student transportation

Greater Security Threats  
DEMAND GREATER SCHOOL BUS SECURITY GET THE REPORT ZONAR

STN eNews Update: Sept. 4, 2019

September Issue: Cover Story  
Meet "Tech Super-User" districts that are using technology in creative and innovative ways to benefit their school bus operations.

Vote on This Month's Poll  
Are electric buses currently the biggest technology disruption to traditional school busing?

Industry Releases  
Learn more about new contracts, buses, bus equipment and personnel at school districts and industry suppliers.

Read - Subscribe - Advert

247 SECURITY OMNIVIEW360<sup>2</sup> GREATER THAN 360<sup>2</sup>  
See what you've been missing, with OmniView360<sup>2</sup>  
www.247securityinc.com | T-866-693-7472

City of Las Vegas Envisions a 'Google Maps' for Student Walkers

The Clark County School District serving Las Vegas is helping with an app that is designed to assist students who must walk to and from school or a bus stop.  
Read More

**Leaderboard**  
728 x 90

**Full Banner**  
468 x 60

**Text Ad**

**Video Ad**

## CUSTOM E-BLAST & SURVEYS

- Constant Contact Deployment
- Open Rates, Click Rates
- Survey Monkey

Rates start at \$2,000 net.

Companies that advertise build trust and are seen as a reliable source.

**75% YES**

My respect for SCHOOL TRANSPORTATION NEWS could positively influence my opinion of advertisements appearing within.

**73% YES**

An advertisement within SCHOOL TRANSPORTATION NEWS is more likely to be given consideration than direct vendor solicitation.

**54% YES**

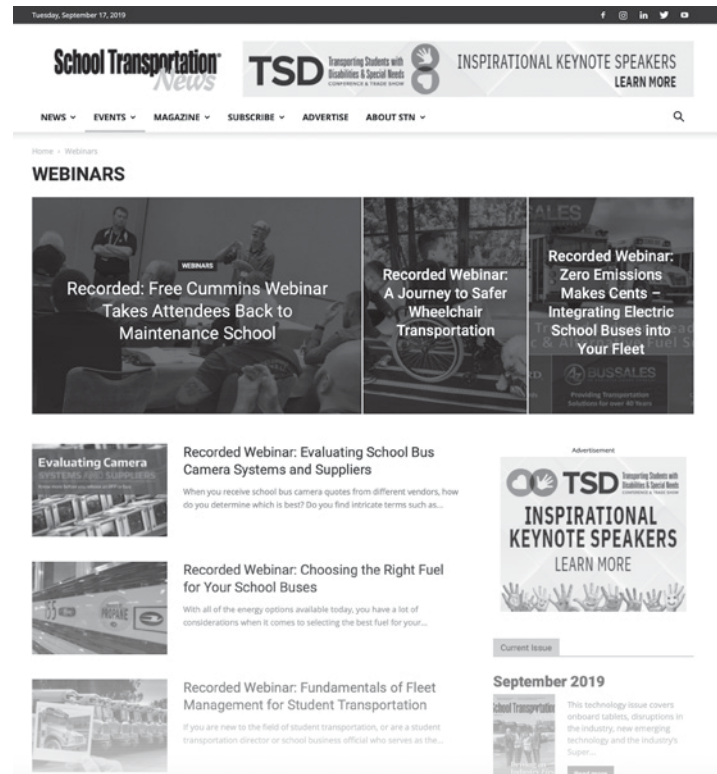
\*Source:



## WEBINARS & LEAD GENERATION

Be part of the growing number of companies that are turning to webinars to generate quality sales leads by sharing customer success stories.

Custom webinars start at \$7,500 net.



Tuesday, September 17, 2019

School Transportation News TSD Inspiring Students with Disabilities & Special Needs COMMERCIAL & TRANSIT BUS INSPIRATIONAL KEYNOTE SPEAKERS LEARN MORE

NEWS EVENTS MAGAZINE SUBSCRIBE ADVERTISE ABOUT STN

Home > Webinars

**WEBINARS**

Recorded: Free Cummins Webinar Takes Attendees Back to Maintenance School

Recorded Webinar: A Journey to Safer Wheelchair Transportation

Recorded Webinar: Zero Emissions Makes Cents - Integrating Electric School Buses into Your Fleet

Evaluating Camera

Recorded Webinar: Evaluating School Bus Camera Systems and Suppliers

When you receive school bus camera quotes from different vendors, how do you determine which is best? Do you find intricate terms such as...

Recorded Webinar: Choosing the Right Fuel for Your School Buses

With all of the energy options available today, you have a lot of considerations when it comes to selecting the best fuel for your...

Recorded Webinar: Fundamentals of Fleet Management for Student Transportation

If you are new to the field of student transportation, or are a student transportation director or school business official who serves as the...

INSPIRATIONAL KEYNOTE SPEAKERS LEARN MORE

September 2019

This technology issue covers onboard tablets, disruptions in the industry, new emerging technology and the industry's Super...

**100 - 400**  
Viewers Per Webinar

**3**  
Dedicated Promotional eBlasts Included



What action(s) have you taken during the past year as a result of advertisements and/or articles in *SCHOOL TRANSPORTATION NEWS*?

Discussed an ad/article with someone else in the company

**52%**

Bought or recommended products or services advertised

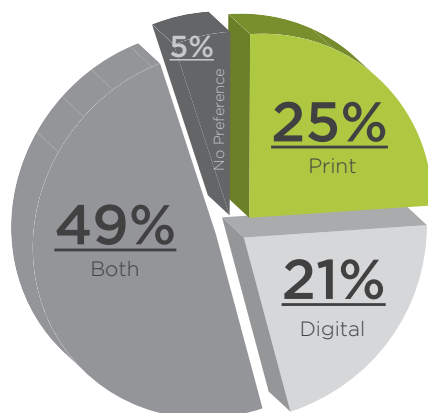
**48%**

Visited an advertiser's website

**44%**

“ Took One or More Action **77%** ”

Which is your preferred version of STN magazine?



The advertising in *SCHOOL TRANSPORTATION NEWS* educates and is an important part of the publication.

**90% YES**

I read through *SCHOOL TRANSPORTATION NEWS* as much for the advertising as for the articles.

**59% YES**



Survey was conducted in **March 2019**. 603 STN magazine readers responded.

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

Air Conditioning/HVAC .....	32%
Alternative Fuels [Electric, Propane, CNG].....	30%
Brake Products.....	35%
Cellular, Radio & Communication Systems .....	46%
Child Detection Systems .....	40%
Consulting Services.....	21%
Crossing Control Products .....	29%
Emission Control & Exhaust Products.....	33%
Engines.....	37%
Fire Suppression Systems.....	20%
Flooring Products .....	24%
GPS & Vehicle Tracking.....	51%
Insurance & Financial Services.....	14%
Lighting & LEDs.....	38%
Lubricants, Additives & Fuel Services.....	37%
Mirror Products .....	39%
Mobile Apps .....	29%
New Diesel School Buses.....	45%
New Gasoline School Buses.....	34%
Occupant Restraints/Seat Belts.....	47%
School Bus Contracting Services.....	21%
Seating Products.....	47%
Tires & Wheels.....	40%
Traction Control Products .....	25%
Transmission & Drive Train Products .....	34%
Transportation Routing Software .....	43%
Turbos & Pumps.....	30%
Used School Buses.....	21%
Vehicle Lifts & Hosts .....	31%
Vehicle Washing & Cleaning Products.....	36%
Video Security Products .....	50%
Wheelchair Lifts/Ramps.....	38%

Involved in One or More: - **77%** | Multiple responses permitted.



The Ultimate Resource of the School Transportation Industry

# 2020 Buyer's Guide

26,000\*  
QUALIFIED SUBSCRIBERS

21,000  
UNIQUE DIGITAL PAGE VIEWS  
GOOGLE ANALYTICS JAN. - SEPT. 2019



**Bus OEMs & Dealers**

**Blue Bird Corporation**  
Blue Bird Corporation is one of the world's leading bus manufacturers. As a leader in the industry, Blue Bird has a long history of innovation and quality. Our buses are designed to provide a safe, comfortable, and efficient mode of transportation for students and staff.

**Contact Information:**

- David Fink**  
Regional Sales Manager  
1-800-441-1111  
d.fink@bluebirdcorp.com
- Tom Griffin**  
Regional Sales Manager  
1-800-441-1111  
t.griffin@bluebirdcorp.com
- Traci Smith**  
Regional Sales Manager  
1-800-441-1111  
t.smith@bluebirdcorp.com
- James Van Houten**  
Regional Sales Manager  
1-800-441-1111  
j.van@bluebirdcorp.com
- Paula Carr**  
Regional Sales Manager  
1-800-441-1111  
p.carr@bluebirdcorp.com
- Robert Smith**  
Regional Sales Manager  
1-800-441-1111  
r.smith@bluebirdcorp.com

**Components & Service Suppliers**

**247 Suppliers**

- ACOMAN**  
1-800-441-1111  
acom@acom.com
- ALISON TRANSPORTATION**  
1-800-441-1111  
alison@alison.com
- AMERICAN CHRYSLER GROUP**  
1-800-441-1111  
american@american.com
- AMERICAN PHOTON**  
1-800-441-1111  
american@american.com

# Let's Talk.

INDY 2020 | June 4-8, 2020  
JW Marriott | Indianapolis, IN

RENO 2020 | July 10-15, 2020  
Peppermill Resort | Reno, NV

stnexpo.com

500+  
ATTENDEES

80%  
ATTEND THE  
TRADE SHOW

90  
VENDORS

73%  
INTEND TO  
PURCHASE

700+  
ATTENDEES

91%  
ATTEND THE  
TRADE SHOW

115  
VENDORS

83%  
INTEND TO  
PURCHASE



"I find a lot of value in attending the STN EXPO. I always walk away with new ideas to benefit our school transportation operation each year. I would recommend the Transportation Director Summit to any industry leader as it is the perfect place to connect with peers and meet supplier partners too. The trade show at the STN EXPO provides me access to tons of suppliers under one roof. It helps me reconnect with my vendor partners and identify new products to purchase for our growing fleet of 422 school buses."

— Greg Jackson | Executive Director of Transportation & Fleet Services | Jefferson County Public Schools | Colorado



# TSD

Transporting Students with  
Disabilities & Special Needs  
CONFERENCE & TRADE SHOW



March 20-25, 2020

## SPECIAL NEEDS TRAINING

Frisco, Texas (Suburb of Dallas)  
Embassy Suite Dallas-Frisco Hotel, Convention Center & Spa

[TSDCONFERENCE.COM](http://TSDCONFERENCE.COM)



70

VENDORS

500+

ATTENDEES

40+

EDUCATION  
SESSIONS

3

KEYNOTE  
SPEAKERS

30+

INDUSTRY  
EXPERT  
TRAINERS

93%

ATTEND THE  
TRADE SHOW

\*based on data from 2019 TSD Conference



The TSD Conference is amazing. I really love the keynotes. The sessions are so valuable, especially if you transport special needs kids. I appreciate being able to network with so many other professionals in our industry. There are so many products and services available at the Trade Show that are helpful to my business. Thank you for all you do.

-Brooke Garcia, President, 4Seasons Transportation, Calgary, Alberta

## 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
Classified ads (per column inch)	\$125	\$105	\$95	\$85
STN Giant Industry Events Calendar	\$4,175*			

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

\*Wall Calendar rates include color charges

### 2020 CONFERENCE BOOTH RATES

10' x 10' ..... \$1,975

10' x 20' ..... \$3,675

20' x 20' ..... \$6,675

More rates on **STNEXPO.COM** or  
**TSDCONFERENCE.COM**

### TRANSPORTATION DIRECTOR SUMMIT:

\$7,500 per event

Focused Buyer Meetings and Discussions

INDY — June 4-5 | RENO — July 10-11

**STNEXPO**  
CONTENT. COMMUNITY. COMMERCE.

**TSD** Transporting Students with  
Disabilities & Special Needs  
CONFERENCE & TRADE SHOW

TRANSPORTATION DIRECTOR  
*Summit*

### COLOR RATES

4-color ..... \$1,000

4-color Facing Pages ..... \$1,500

### SPECIAL POSITION RATES

Cover 2 (IFC) ..... 15%

Cover 3 (IBC) ..... 10%

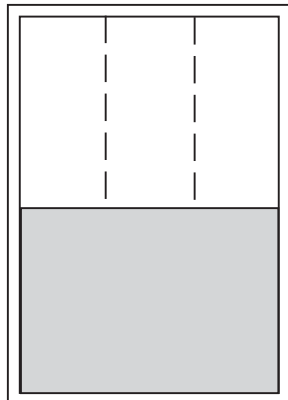
Cover 4 (BC) ..... 20%

Preferred Positions\* ..... 10%

\*Preferred positions: Opposite the Table of Contents & First Take

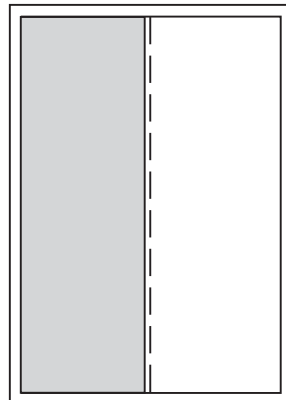


½ Horizontal



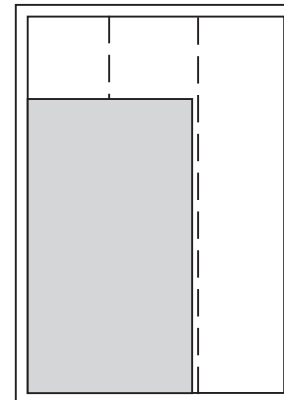
7" x 4 7/8"  
[ 7 x 4.875 ]  
CONVERSION

½ Vertical



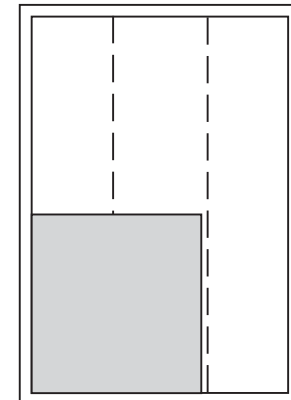
3 3/8" x 9 7/8"  
[ 3.375 x 9.875 ]  
CONVERSION

½ Island



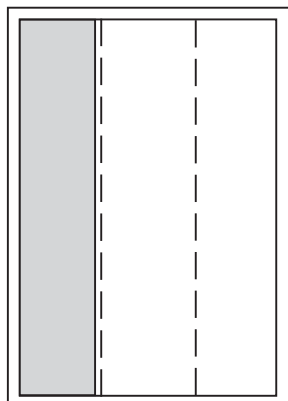
4 9/16" x 7 1/2"  
[ 4.5625 x 7.5 ]  
CONVERSION

⅓ Square



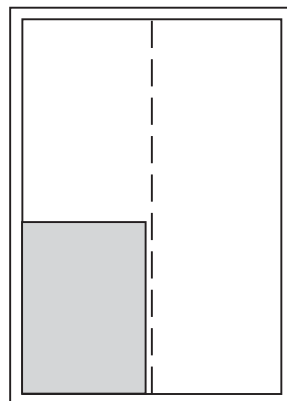
4 9/16" x 4 7/8"  
[ 4.5625 x 4.875 ]  
CONVERSION

⅓ Vertical



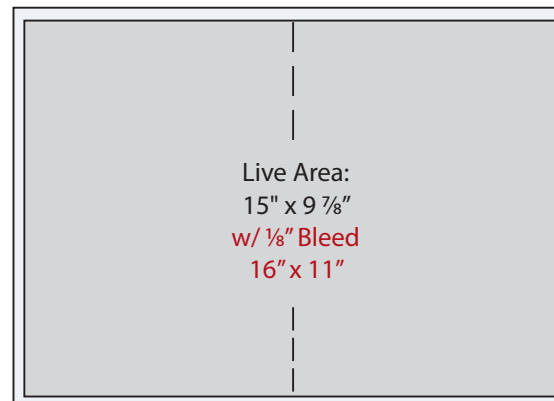
2 3/16" x 9 7/8"  
[ 2.1875 x 9.875 ]  
CONVERSION

¼ Square



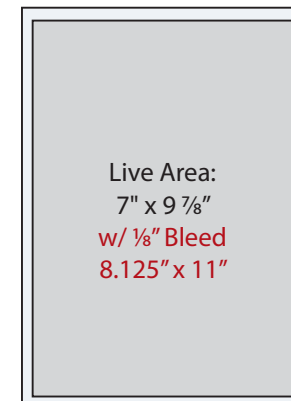
3 3/8" x 4 7/8"  
[ 3.375 x 4.875 ]  
CONVERSION

2 Page Spread



Final Trim:  
15 3/4" x 10 3/4"  
[ 15.75 x 10.75 ]  
CONVERSION

Full Page



Final Trim:  
7 7/8" x 10 3/4"  
[ 7.875 x 10.75 ]  
CONVERSION

## SPECIFICATIONS

### Ad Mechanical Details At-A-Glance:

Requirements: All artwork is to be a minimum of 300 dpi @ 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

### 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 9/16". 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.

### 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.

### 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.

### 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.

### Classified Advertising:

Column inches are 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 is required. Classified ads are noncommissionable. American Express, MasterCard and Visa are accepted. For classified advertising rates, see previous page.

### 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.

### Shipping Instructions:

All insertion orders and ad materials should be shipped to:

School Transportation News  
Creative Department  
5334 Torrance Blvd., 3rd 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

### Audited Circulations:

SCHOOL TRANSPORTATION NEWS is BPA audited and offers a qualified circulation of 24,342 print and 15,364 digital school transportation professionals. Source: BPA, May 2019.

### Contract Year:

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

### 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.

### Cancellation:

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

### 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 the frequency discount and will be billed at the rate that is applicable to each size ad.

### Publisher's Rate Policy:

Advertising contracts are subject to changes 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 the Publisher without notice; revised display ad publishing conditions and rate card changes will be posted to STN's website.

### Commission & Cash Discounts:

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

### 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 blueline changes, STN reserves the right to charge late fees.

### Credit Profile:

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

### Payment Terms:

Invoices are due and payable 30 days after the date of the invoice. The advertiser and its agency are jointly responsible for the payment of ad space and production charges. Payment is 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 1.5 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 all costs of collection, if necessary.

### 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 2020 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.

### Contact Information:

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



[STNONLINE.COM](http://STNONLINE.COM)