2020

School Transportation® News

PRINT & DIGITAL | MEDIA PLANNING KIT

WWW.STNONLINE.COM | STN media group

OVERVIEW | PRODUCTS & SERVICES

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

BPA WORLDWIDE

STNONLINE.COM
1.5 MILLION
ANNUAL PAGE VIEWS
(As of 01/1/20- 5/29/20)

E-NEWSLETTERS
30,000
OPT-IN SUBSCRIBERS
20%
AVERAGE OPEN RATE

STN PODCAST
3K AVG | LISTENERS PER EPISODE **(NEW)**

SOCIAL MEDIA
21,000
TOTAL REACH
(As of 05/29/20)

6,725	2,894	5,110	2,520
LIKES	FOLLOWERS	MEMBERS	SUBSCRIBERS

CONFERENCES

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

JW Marriott Hotel | Indianapolis, IN
October 8-13, 2020

tsdconference.com

5 INDUSTRY EVENTS
1,700
ATTENDEES

STNEXPO + Transportation Director Summit
CONTENT. COMMUNITY. COMMERCE.

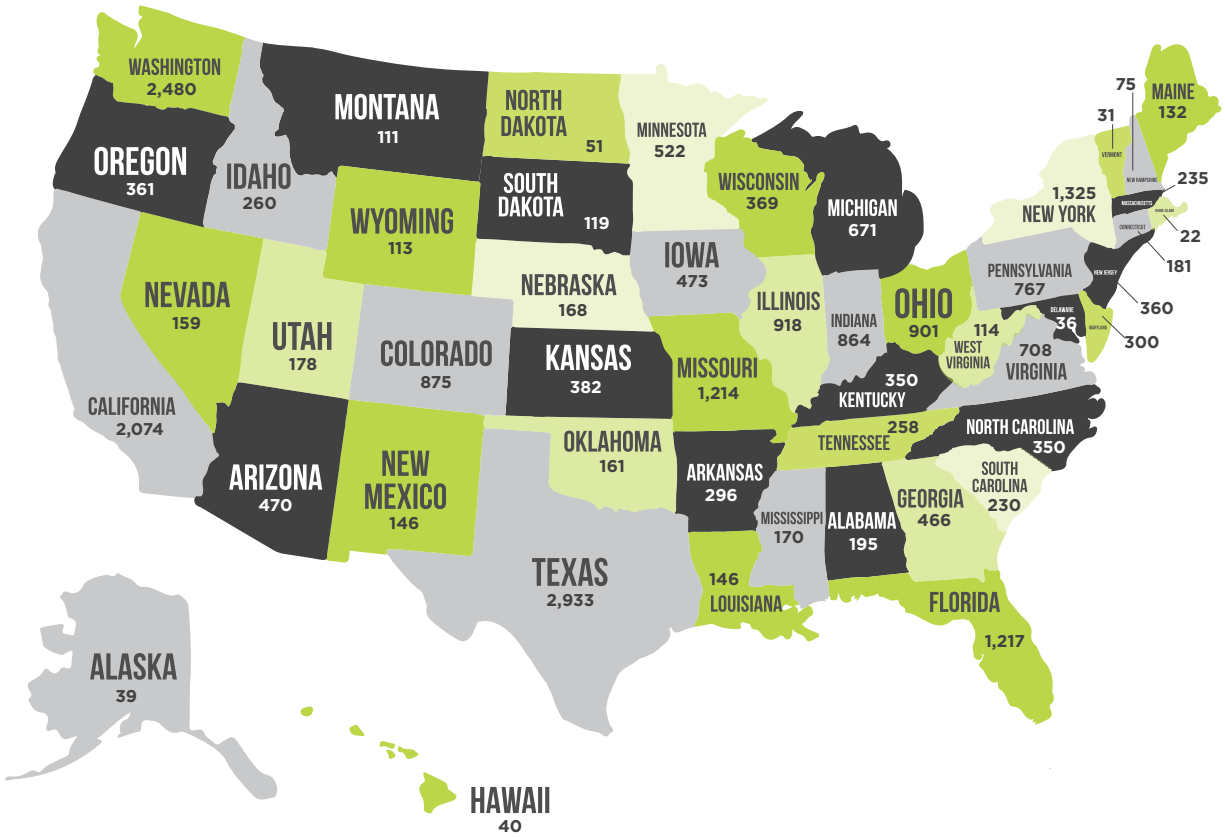
JW Marriott Hotel
Indianapolis, IN
October 8-13, 2020

Peppermill Resort
Reno, NV
November 1-5, 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
Superintendant/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

**Source: BPA WORLDWIDE

*Source: SIGNET RESEARCH INC.

EDITORIAL | CALENDAR

WWW.STNONLINE.COM | School Transportation News

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 SIGNET RESEARCH INC. READERSHIP STUDY	• Driver Salary Survey • Crisis Management • McKenney-Vento Transportation • Comparing Video Security & Recording Devices • Contracting School Bus Service • Illegal Passing Challenges	• 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.					
NSTA JAN. 18-21 SCOTTSDALE, AZ					

JULY

DECISION-MAKING

- 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

AUGUST

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

SEPTEMBER

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

SIGNET RESEARCH INC.
READERSHIP STUDY

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

OCTOBER

LEADERSHIP

- STN EXPO Indianapolis Preview
- 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

STNEXPO
CONTENT. COMMUNITY. COMMERCE.
TSD Transporting Students with Disabilities & Special Needs CONFERENCE & TRADE SHOW
OCTOBER 8-13, 2020
INDIANAPOLIS, IN.

NOVEMBER

TRANSPORTATION DIRECTOR

- STN EXPO Reno Preview
- Transportation Director of the Year Award
- Staffing & Retention Strategies
- New School Bus & Equipment Purchasing
- Lifecycle Costing of Technology
- Transportation Director Salary Survey

2021 INDUSTRY EVENTS CALENDAR

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

the SHOW REPORTER
(Digital Conference Daily)
STNEXPO
CONTENT. COMMUNITY. COMMERCE.
NOVEMBER 1-5, 2020
RENO, NV.

DECEMBER

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

STORY EMPHASIS
DATES
BONUS DIST.

WEBSITE

AVERAGE VISITOR STATS (ANNUAL)

1.56 MILLION
PAGE VIEWS
(As of 01/01/20 - 06/01/20)

381K
UNIQUE VISITORS
(As of 01/01/20 - 06/01/20)

STN PODCAST

School Transportation NATION PODCAST

3K AVG
LISTENERS PER EPISODE **(NEW)**

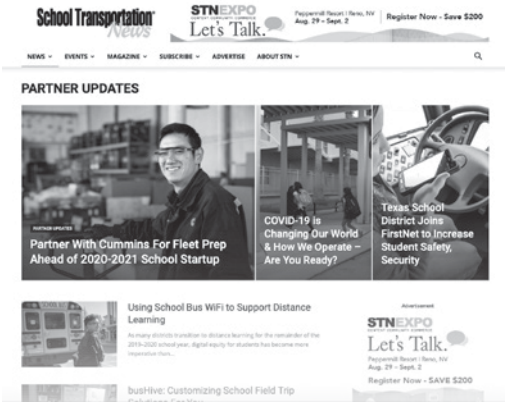
Podcast rates as low as $2,500 net per month.

PARTNER UPDATES

Targeted Advertising Via Sponsored Content

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

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

PAGES/VISITS	AVG. VISIT DURATION
3.22	1:31

MALE	FEMALE	TOP MEDIAN AGES
35%	65%	35-64

TOP 5 STATE VIEWERSHIP

CA (1) | NY (2) | TX (3) | IL (4) | PA (5)

Top 3 Best-Performing Partner Updates of 2020:

Prosight Specialty Insurance ..... 4,125 views
"Navigating-the-school-bus-driver-shortage-today"

Cummins, Inc. ..... 3,247 views
"Torque-and-why-it-matters-for-school-buses"

Lion Electric Co. ..... 1,970 views
"A-leader-to-follow-in-implementing-electric-school-buses"

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

30,000
OPT-IN SUBSCRIBERS

20%
AVERAGE OPEN RATE

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

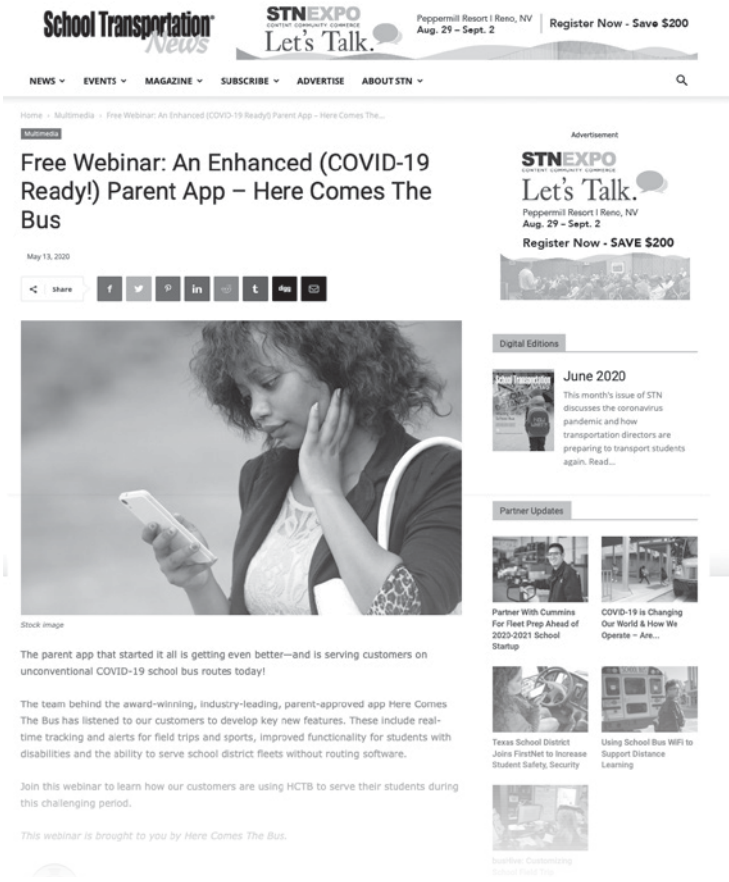
An advertisement within SCHOOL TRANSPORTATION NEWS is more likely to be given consideration than direct vendor solicitation.
54% YES

*Source: SIGNET RESEARCH INC.

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.



100 - 400
Viewers Per Webinar

3
Dedicated Promotional eBlasts Included

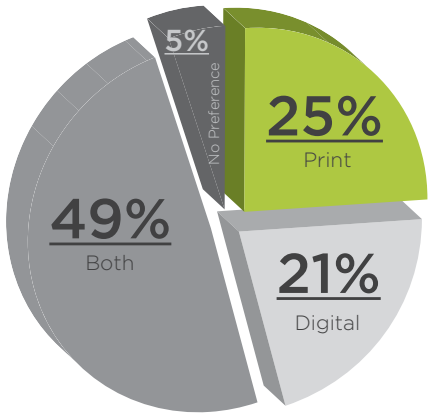
What action(s) have you taken during the past year as a result of advertisements and/or articles in *SCHOOL TRANSPORTATION NEWS*?

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

SIGNET RESEARCH INC.

*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

* BPA WORLDWIDE℠ Audited

SUPPLEMENT DUE DATES

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

STNEXPO + Transportation Director Summit

CONTENT. COMMUNITY. COMMERCE.

Let's Talk.

INDY 2020 | October 8-13, 2020
JW Marriott | Indianapolis, IN

RENO 2020| November 1-5, 2020
Peppermill Resort | Reno, NV

stnexpo.com

"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

October 8-13, 2020

SPECIAL NEEDS TRAINING

JW Marriott Hotel | Indianapolis, IN

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
RENO — Nov. 1-5 | INDY — Oct. 8-9

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%

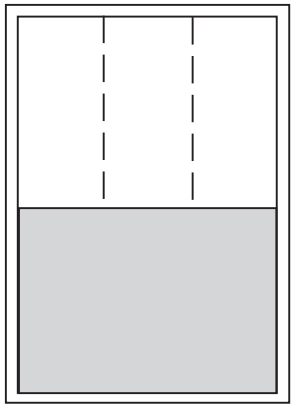
Cover 3 (IBC) 10%

Cover 4 (BC) 20%

Preferred Positions* 10%

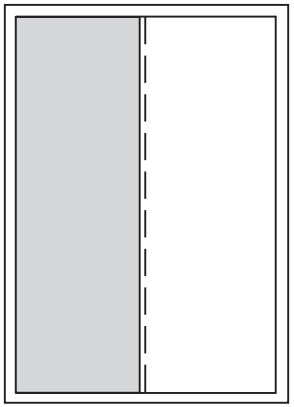
*Preferred positions: Opposite the Table of Contents & First Take

½ Horizontal



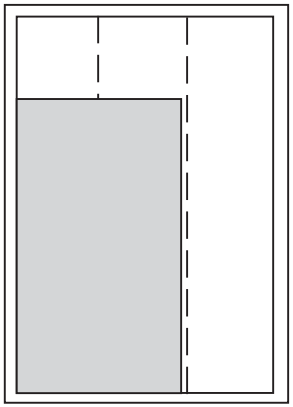
7" x 4 7/8"
[7 x 4.875]
CONVERSION

½ Vertical



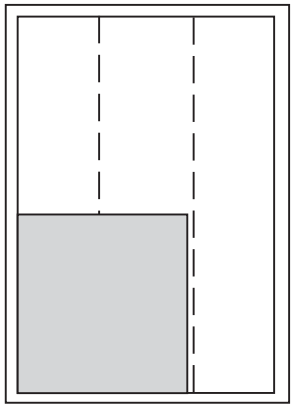
3 3/8" x 9 7/8"
[3.375 x 9.875]
CONVERSION

½ Island



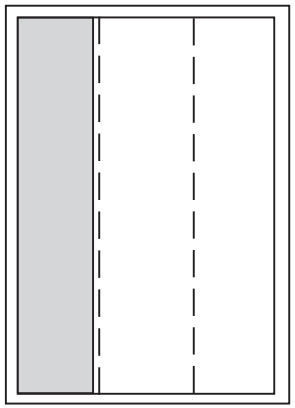
4 9/16" x 7 1/2"
[4.5625 x 7.5]
CONVERSION

⅓ Square



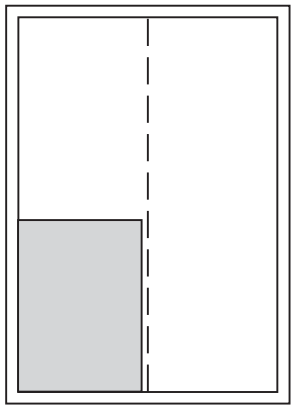
4 9/16" x 4 7/8"
[4.5625 x 4.875]
CONVERSION

⅓ Vertical



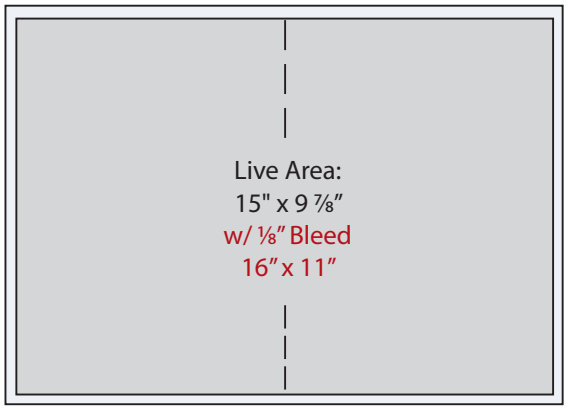
2 3/16" x 9 7/8"
[2.1875 x 9.875]
CONVERSION

¼ Square



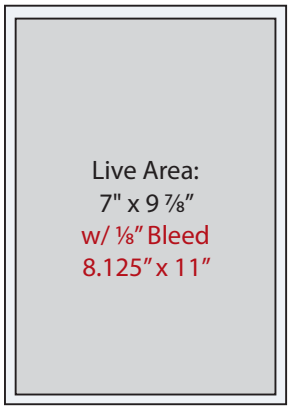
3 3/8" x 4 7/8"
[3.375 x 4.875]
CONVERSION

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

TERMS | CONDITIONS

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 or 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 shortrate 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.

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