

## JANUARY



### SPECIAL NEEDS

- SPED, Foster Care & McKenney-Vento Transportation
- Child Passenger Securement Training
- Using Technology & Software
- Managing Student Behavior
- Evacuation Training

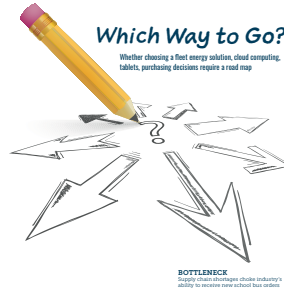
## FEBRUARY



### SAFETY

- Data & Privacy
- Illegal Passing
- Transportation Software / GPS
- Hiring & Safety Training
- Health & Wellness

## MARCH



### OPTIMIZATION & EFFICIENCY

- Benefits of Cloud-Based Solutions
- Bell Time Changes & Multi-Tier Systems
- Tablet Utilization & Student Ridership
- EV, Repower & Low-Emission School Bus Technology
- Mobile Apps



## APRIL



### SCHOOL EXECUTIVE & SUPERINTENDENT

- Future Proofing for Electric School Buses
- Home-to-School Transportation & Funding
- Advocating for Transportation Resources
- SchoolTransportation Staff Pay, Incentives & Benefits
- AASA Superintendent of the Year

## MAY



### SECURITY & CONNECTIVITY

- GPS & Software Integration
- Video Security Systems
- Communications, Wi-Fi & Data
- Incident Management
- Connected Technology
- STN EXPO Indy Conference Preview

## JUNE



### GREEN BUS

- V2G & Charge Management
- Clean School Bus Pilot Projects
- Funding & Financing
- Infrastructure & Utilities
- Student Health & Equity of Green Buses
- STN EXPO Reno Conference Preview



STORY EMPHASIS

EXTRAS

DATES

CONFERENCES

Ad Close: .....Dec. 02  
Mech Deadline: .....Dec. 07

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















Ad Close: .....Feb. 03  
Mech Deadline: .....Feb. 08

Ad Close: .....Mar. 03  
Mech Deadline: .....Mar. 08

Ad Close: .....Mar. 31  
Mech Deadline: .....April 05

Ad Close: .....April 28  
Mech Deadline: .....May 03



JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
					
SCHOOL BUS CONTRACTOR	FLEET MANAGEMENT	TECHNOLOGY	LEADERSHIP	TRANSPORTATION DIRECTOR	2024 BUYERS GUIDE
<ul style="list-style-type: none"> <li>Innovator of the Year</li> <li>School Bus Contractor: Green Fleets</li> <li>School District Partnerships</li> <li>IEPs &amp; Special Needs Transportation</li> <li>School Bus Driver Shortage &amp; CDLs</li> </ul>	<ul style="list-style-type: none"> <li>Garage Stars Profiles</li> <li>Modernizing Transportation Centers &amp; Bus Barns</li> <li>Procurement Best Practices</li> <li>Modern Engine Technology</li> <li>Mechanic Recruitment Strategies</li> </ul>	<ul style="list-style-type: none"> <li>Technology Super User Profiles</li> <li>Customer Service, Installation &amp; Training</li> <li>Internet of Things (IoT)</li> <li>School Bus Crashes &amp; Fatalities</li> <li>DVRs</li> </ul>	<ul style="list-style-type: none"> <li>Rising Stars Profiles</li> <li>Cultivating Partnerships with Suppliers &amp; OEMs</li> <li>Lessons Learned from School Startup</li> <li>Non-Yellow Transportation: Cars &amp; Vans</li> <li>Fall Conference Preview: TSD, NASDPTS &amp; NAPT</li> </ul>	<ul style="list-style-type: none"> <li>Transportation Director of the Year</li> <li>Connected Fleets &amp; AI</li> <li>Lifecycle Costing of Technology</li> <li>Comparing School Bus Performance</li> <li>Bullying Prevention</li> </ul>	<p>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.</p>
 DIGITAL DAILY		 READERSHIP STUDY	 DIGITAL DAILY	 DIGITAL DAILY	
Ad Close: ..... June 02 Mech Deadline: ..... June 07	Ad Close: ..... June 23 Mech Deadline: ..... June 28	Ad Close: ..... Aug. 04 Mech Deadline: ..... Aug. 09	Ad Close: ..... Aug. 26 Mech Deadline: ..... Aug. 31	Ad Close: ..... Sept. 29 Mech Deadline: ..... Oct. 04	Ad Close: ..... Nov. 03 Mech Deadline: ..... Nov. 08
 JULY 14-19 RENO, NV  JULY 16-19 PITTSBURG, PA			NAPT CONFERENCE OCTOBER 27-31 COLUMBUS, OH	 NOVEMBER 15-20 FRISCO, TX  NASDPTS CONFERENCE NOV. 4-8   ARLINGTON, VA	