

JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



SPECIAL NEEDS

SAFETY

OPTIMIZATION & EFFICIENCY

SCHOOL EXECUTIVE & SUPERINTENDENT

SECURITY & CONNECTIVITY

GREEN BUS

STORY EMPHASIS

- Electric & Propane Special Needs School Buses
- Transportation Outsourcing: SPED, Foster Care & McKenney-Vento
- Child Passenger Wheelchair Securement
- Security Solutions & Training
- Funding Ideas: Medicaid, Shared Services & Special Equipment

- Video Review for School Bus Crashes & Onboard Incidents
- Danger Zone Safety
- Implementing Transportation Software, Tablets & GPS
- Benefits of Student Tracking Apps
- Upgrading Communications: Radios & Push-To-Talk Over Cellular

- Fastest Growing School Districts
- Identifying the Right Partners: Purchasing, RFPs & Grants
- Bell Time Changes, Walk Distances & Multi-Tier Systems
- School Bus Fuel Efficiency
- On-time Arrival, Performance & Uptime



- AASA Superintendent of the Year
- Electric School Bus Infrastructure & Charge Management
- Comparing School Bus Contractors
- HVAC Systems & Temperature Management
- Problem Solving with Technology Utilization

- Video Security Systems: Bullying Prevention
- Privacy, Wi-Fi & GPS Data
- Incident Management
- Connected Technology
- STN EXPO Indy Conference Preview

- Transitioning to a Green Fleet: Rural vs. Urban School Districts
- Clean School Bus Pilot Projects
- Creating a Transportation Microgrid
- Routing, Optimization & Range Anxiety
- STN EXPO Reno Conference Preview



DIGITAL DAILY

EXTRAS

DATES

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

Ad Close: Jan. 10
Mech Deadline:Jan. 12

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

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

Ad Close:March 29
Mech Deadline: April 03

Ad Close:April 26
Mech Deadline:May 01

CONFERENCES

NSTA
NATIONAL SCHOOL TRANSPORTATION ASSOCIATION
JANUARY 21-23
FORT MYERS, FL

STN EXPO
CONTENT. COMMUNITY. COMMERCE.
MAY 31 - JUNE 4
INDIANAPOLIS, IN

JULY



SCHOOL BUS CONTRACTOR

- 2024 Innovator of the Year Award
- School Transportation Staffing: Pay, Incentives & Benefits
- Lessons Learned from EV Deployments
- Dash-Lamps, Maintenance Alerts & OTA Updates
- Training, Recruitment & Retention



DIGITAL DAILY

Ad Close: May 24
Mech Deadline: May 29

STNEXPO
CONTENT. COMMUNITY. COMMERCE.

JULY 12-17
RENO, NV



JULY 21-24
NASHVILLE, TN

AUGUST



FLEET MANAGEMENT

- Garage Stars Profiles
- Cloud Storage & DVRs
- Engines, Drivetrains & Battery Technology
- Purchasing School Bus Parts & Inventory Management
- Planning & Executing Your Routing Systems

Ad Close: June 21
Mech Deadline: June 26

SEPTEMBER



TECHNOLOGY

- Technology Super User Profiles
- Assault & Weapons on the School Bus
- Advanced Driver Safety & AI Technology
- Student Dragging Incidents
- Upgrading Transportation Centers & Infrastructure



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

OCTOBER



LEADERSHIP

- Top Transportation Teams Profiles
- Biggest School Transportation Challenges
- NAPT, NASDPTS & TSD Conference Previews
- Replacing Video & GPS Technology
- Lighting & LEDs



DIGITAL DAILY

Ad Close: Aug. 30
Mech Deadline: Sept. 04



NAPT CONFERENCE
OCTOBER 4-8
OKLAHOMA CITY, OK

NOVEMBER



TRANSPORTATION DIRECTOR

- 2024 Transportation Director of the Year
- Rising Stars Profiles
- Lifecycle Costing of Tires & Retreads
- School Bus Stop Safety
- Foam, Seating & Restraints



DIGITAL DAILY

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

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

NOVEMBER 8-12
FRISCO, TX



NASDPTS ANNUAL CONFERENCE
NOV. 16-19 | WASHINGTON, DC

DECEMBER



2025 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.

STORY EMPHASIS

EXTRAS

DATES

CONFERENCE