

# 2024 School Transportation® *News*

**PRINT & DIGITAL** | MEDIA  
PLANNING KIT

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



# 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."



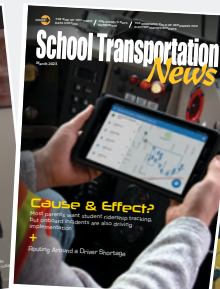
—Tony Corpin, President,  
STN Media Group

## MAGAZINE

January — November  
+ Buyer's Guide

PRINT & DIGITAL  
**20,050**

AUDITED READERSHIP  
MAY 2023



STNONLINE.COM

**964,000**  
YEARLY PAGE VIEWS  
(As of 1/1/23 - 12/31/23)



STN PODCAST  
**18,000** | EPISODE PLAYS (1/1/23 - 12/31/23)



E-NEWSLETTERS

**36,000**  
OPT-IN SUBSCRIBERS  
**25%**  
AVERAGE OPEN RATE



SOCIAL MEDIA  
TOTAL REACH

(As of 1/1/23)



**7,400**  
LIKES



**3,218**  
FOLLOWERS



**5,779**  
MEMBERS



**1,936,840**  
VIEWS

## CONFERENCES

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

EMBASSY SUITES BY HILTON DALLAS FRISCO  
HOTEL CONVENTION CENTER & SPA  
FRISCO, TX  
November 8-12, 2024

[tsdconference.com](http://tsdconference.com)

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

**GreenBus**  
SUMMIT

**BUS**  
TECHNOLOGY  
SUMMIT

3 INDUSTRY EVENTS  
**2,500**

ATTENDEES & SUPPLIERS

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

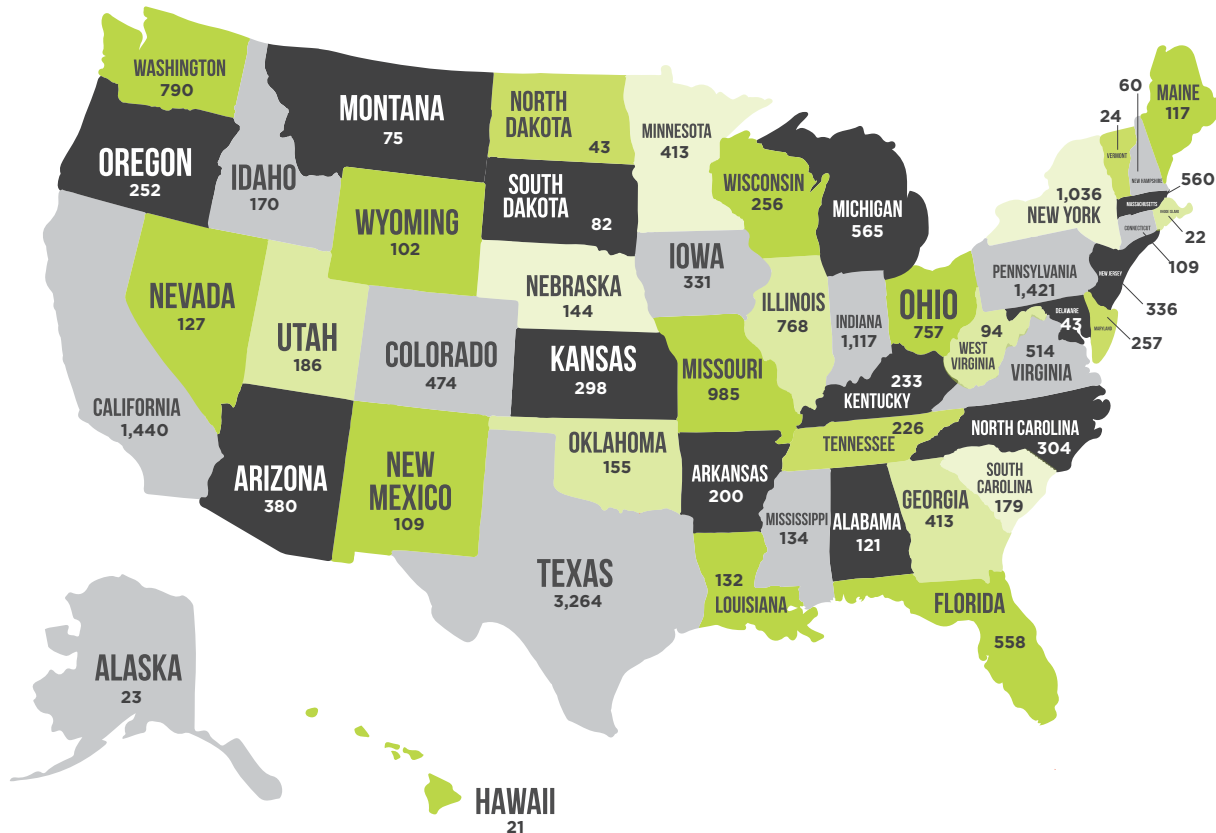
**School Transportation**  
*News*

Indiana Convention Center | Peppermill Resort  
Indianapolis, IN | Reno, NV  
May 31-June 4, 2024 | July 12-17, 2024

[stnexpo.com](http://stnexpo.com)

## Distribution - May 2023 | Unique Total Qualified Circulation

PRIMARY READERS ▶ **20K\*\*** PASS-ALONG READERS ▶ **68K\*** TOTAL READERS ▶ **88K**



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 our CBO for purchasing new products.

—Sam Anderson | Transportation Manager | Redlands USD, California

## REACH THE READER\*\*

Transportation Director	7,887
Superintendent/School Business Official	3,227
President/CEO	1,091
Fleet Manager	1,042
Driver Trainer	1,940
Others Allied to the Field	848

STN READERS SPEND **43 MINUTES** ON AVERAGE WITH EACH ISSUE\*

School District Fleets	16,025
Contractor Fleets	1,731
Manufacturers, Suppliers, others allied to field	1,296
Private School, University Transit Fleets	370
Head Start Fleets	427
Federal, State & Local Government	329

## 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

**STNEXPO**  
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

## WEBSITE



## VIEWS/SESSION AVG. VISIT ENGAGEMENT TIME

1.35

0:43

## VIEWERSHIP BY CITY

- New York
- Ashburn
- Chicago
- San Antonio
- Des Moines
- Moses Lake
- Philadelphia
- Atlanta
- Cheyenne
- Los Angeles

## AVERAGE VISITOR STATS (ANNUAL)

964,000  
PAGE VIEWS  
(As of 1/1/23 - 12/31/23)

575,000  
UNIQUE VISITORS  
(As of 1/1/23 - 12/31/23)

**School Transportation® NATION**  
PODCAST

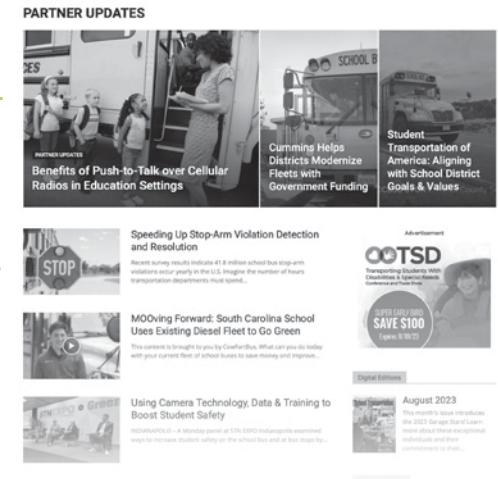
STN PODCAST  
**18,000** EPISODE PLAYS  
(As of 1/1/23 - 12/31/23)  
Podcast rates as low as \$925 net per episode.

## PARTNER UPDATES

Targeted Advertising Via Sponsored Content | Rates start as low as \$2,500 net per month.

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

STN READERS SPEND ON AVERAGE  
**55 SECONDS**  
WITH EACH PARTNER UPDATE



## Top 3 Best-Performing Partner Updates: (As of 9/5/22 - 9/5/23)

Cummins	8,069 views
School Bus Dash Lamps: Why They Turn On and What Turns Them Off	
Cummins	1,734 views
Torque and Why It Matters for School Buses	
HopSkipDrive	1,714 views
The 5 Biggest Challenges in School Transportation Today	

## STN eNEWS UPDATE (WEEKLY)

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

Rates start as low as \$625 per week.

## E-NEWSLETTERS

36,000

25%

OPT-IN SUBSCRIBERS

AVERAGE OPEN RATE

**Leaderboard**  
728 x 90

STN eNews: July 26, 2023

**Inside July 2023: Yellow Only?**  
The school bus driver shortage continues. According to an STN survey, readers averaged at least 10 driver openings this past school year. Some say the answer could be a school-bus-specific CDL.

**Industry Releases**  
New partnerships, project expansions and personnel updates.

**Monthly Poll**  
Has the number of students requesting individual transportation programs increased this past school year?

Read - Subscribe - Advertise



**Full Banner**  
468 x 60

**Text Ads**

**Video Ads**



**School Transportation Nation Podcast**  
Episode 170 | Sponsored by Transfinder

**Meet the Innovator of the Year: Maintaining a Fast-Growing Bus Fleet**

## CUSTOM E-BLAST & SURVEYS

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

Rates start at \$2,500 net.

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

67% YES

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

67% YES

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

61% YES

## 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.

Tag: Webinar



Webinar Discusses Strategies to Streamline Fleet Electrification



(Free Webinar) Streamline your Planning for Electric School Bus Deployment with EVOPT



Webinar Discusses Ways to Fund Electric School Buses



(Recorded Webinar) Value Stacking: Funding Electrified Bus Fleets Through Savings & Incentives



Webinar Looks at Holistic Way to Electrify School District Bus Fleets



(Recorded Webinar) Clean School Bus Program Round 1 Winners and Waitlisters - What Happens Next?



How Technology Solves School Bus Routing Challenges



(Recorded Webinar) Get Your Masters in Route Mapping with TravelTracker

100 - 200

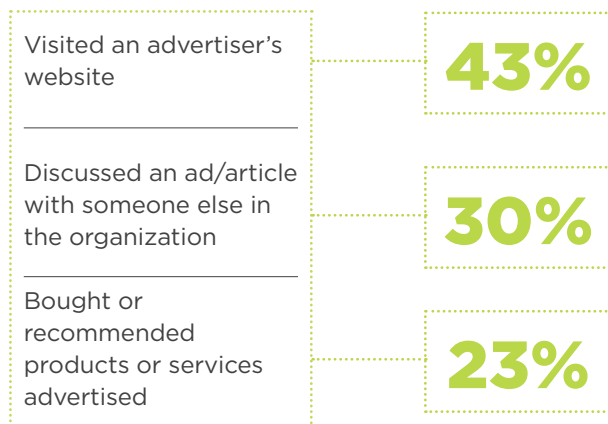
Viewers Per Webinar

3

Dedicated Promotional eBlasts Included

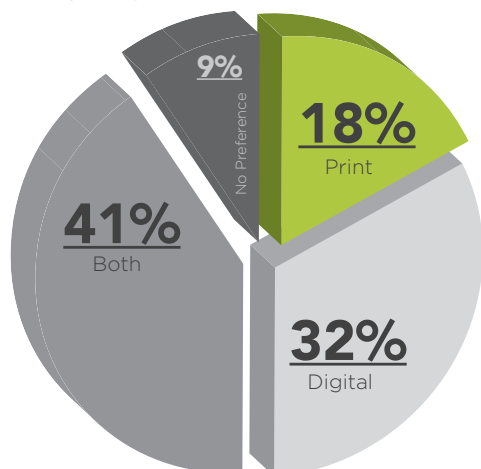


What action(s) have you taken during the past year as a result of advertisements and/or articles in *SCHOOL TRANSPORTATION NEWS*?



“ Took One or More Action **69%** ”

Which is your preferred version of STN magazine?



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

**86% YES**

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

**64% YES**



Survey was conducted in **September 2023**. 676 STN magazine readers responded.

What products or services is your district or company interested in purchasing over the next 12 months?

New Diesel Buses, Engines & Components .....	28%
Type C or D buses.....	28%
Lighting & LEDs.....	27%
Tires & Wheels.....	26%
Brake Products.....	22%
Mirror Products .....	22%
GPS & Vehicle Tracking.....	21%
Lubricants, Additives & Fuel Services.....	21%
Air Conditioning/HVAC .....	20%
Cellular, Radio & Communication Systems .....	20%
Type A buses .....	20%
New Alternative Fuel Buses & Infrastructure (Propane, Electric, CNG.....	17%
Stop-Arm Video Systems.....	17%
Onboard Tablets/ Mobile Data Terminals .....	16%
Seatbelts/ Occupant Restraints .....	15%
Student Tracking/ RFID.....	15%
New Gasoline Buses.....	14%
Crossing Control Products .....	13%
Drive Train/ Turbo Products & Pumps .....	13%
Emission Control & Exhaust Products.....	13%
Foam & Seating Products .....	13%
Wi-Fi/Onboard Student Connectivity.....	13%
Parent Communication Apps .....	12%
Traction Control Products .....	12%
Transportation Routing Software .....	12%
Vehicle Lifts & Hosts .....	12%
Exterior Vehicle Washing Products.....	12%
Video Security Systems.....	12%
Child Detection Systems.....	11%
Fire Suppression Systems.....	11%
Used Buses .....	11%
Mobility Equipment Products.....	10%
Alternative Student Transportation/ Ride Share Services.....	9%
Health & Wellness Products.....	9%
Insurance & Financial Services.....	9%
Flooring Products .....	7%
Air Purification Solutions and Cleaning Products /	
Hand Sanitizers .....	6%
School Bus Contracting Services.....	6%

Interested in Purchasing One or More: **70%** | Multiple responses permitted.



The Ultimate Resource of the School Transportation Industry

# 2025 BUYER'S GUIDE

20,050\*  
QUALIFIED SUBSCRIBERS



## to Outpace Supply, Best Since Pre-COVID

As the school bus industry enters its 10th year of the COVID-19 pandemic, the industry has seen a significant increase in demand for school buses. This is due to a combination of factors, including the need for more buses to replace those that were damaged or destroyed during the pandemic, and the need for more buses to meet the growing demand for school transportation. The industry is expected to continue to grow in the coming years, and this will likely lead to a shortage of buses in the near future.

## Buying Wishlist

Item	Price
1. New School Bus	\$100,000 - \$150,000
2. Used School Bus	\$50,000 - \$100,000
3. School Bus Parts	\$10,000 - \$50,000
4. School Bus Accessories	\$5,000 - \$10,000
5. School Bus Maintenance	\$5,000 - \$10,000
6. School Bus Insurance	\$5,000 - \$10,000
7. School Bus Driver Training	\$5,000 - \$10,000
8. School Bus Safety Equipment	\$5,000 - \$10,000
9. School Bus Fuel	\$5,000 - \$10,000
10. School Bus Repairs	\$5,000 - \$10,000

## TOP 10



The Ultimate Resource For The School Transportation Industry

# School Transportation<sup>®</sup> News

stnline.com

## 2024 BUYER'S GUIDE

A Supplement To School Transportation News



## BUS OEMS & DEALERS

Company	Contact	Address	Phone	Fax	Email	Website
Blue Bird Corporation	Blue Bird Sales	Blue Bird Corporation	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com



## COMPONENTS & SERVICE SUPPLIERS

Company	Contact	Address	Phone	Fax	Email	Website
Blue Bird Corporation	Blue Bird Sales	Blue Bird Corporation	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com
Blue Bird School Bus Division	Blue Bird School Bus Sales	Blue Bird School Bus Division	800-447-2222	800-447-2222	bluebird@bluebird.com	www.bluebird.com



# STNEXPO

CONTENT. COMMUNITY. COMMERCE.



## Indy

May 31- June 4, 2024  
Indiana Convention Center  
Indianapolis, IN

**300**  
ATTENDEES

**3**  
NETWORKING  
EVENTS

**1**  
DAY TRADE  
SHOW



## Reno

July 12-17, 2024  
Peppermill Resort  
Reno, NV

**800**  
ATTENDEES

**4**  
NETWORKING  
EVENTS

**2**  
DAY TRADE  
SHOW

CONNECT WITH DECISION MAKERS



For more information visit [stnexpo.com](https://stnexpo.com)



June 2-3, 2024 Indy  
July 14, 2024 Reno

[Visit Green Bus Summit](#)



COMING SUMMER 2024



TRANSPORTATION DIRECTOR  
*Summit*

May 31-June 1, 2024 Indy  
July 12-13, 2024 Reno

[Visit TD Summit](#)





## Transporting Students With Disabilities & Special Needs Conference and Trade Show

**November 8–12, 2024**

Embassy Suites by Hilton Dallas  
Frisco Hotel & Convention Center

LEARN MORE AT **TSDCONFERENCE.COM**

Presented by

**School Transportation®**  
*News*



CONNECT WITH  
DECISION MAKERS

**500**  
ATTENDEES

**3**  
NETWORKING  
EVENTS

**2**  
DAY TRADE  
SHOW

**Hands-on Training**  
**IDEA/Section 504 Legal Review**  
**Operational Best Practices**  
**Collaboration & Networking**

Professional development that leaves you feeling renewed and rejuvenated with fresh ideas and collaboration! Grateful for the wealth of information shared, resources and connections made! Thank you!

-Alemnesh Allen, Transportation Coordinator  
Prince George's County Public Schools in Maryland

## MAGAZINE ADVERTISING RATES

	CONTRACT RATES			
	Open Rate	3x	6x	12x
1 page standard	\$6,450	\$6,250	\$5,650	\$5,275
1/2 page island	\$5,275	\$4,825	\$4,375	\$4,075
1/2 page horizontal or vertical	\$4,250	\$3,975	\$3,825	\$3,650
1/3 page square or vertical	\$3,300	\$3,100	\$2,850	\$2,650
1/4 page square	\$2,750	\$2,695	\$2,475	\$2,395
Classified ads Buyer's Guide Only (per column inch)	\$195			

### 2024 CONFERENCE BOOTH RATES STARTING AT:

10' x 10' .....	\$2,475
10' x 20' .....	\$4,775
20' x 20' .....	\$8,475

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

**TRANSPORTATION DIRECTOR SUMMIT:**  
\$9,750 per event

Focused Buyer Meetings and Discussions  
INDY — May 31-June 1 | RENO — July 12-13

**STNEXPO**  
CONTENT. COMMUNITY. COMMERCE.

TRANSPORTATION DIRECTOR  
*Summit*

**GreenBus**  
SUMMIT

**BUS  
TECHNOLOGY  
SUMMIT**

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

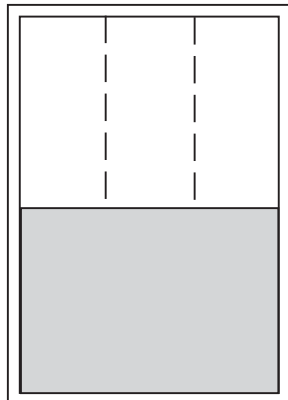
### SPECIAL POSITION RATES

Cover 2 (IFC) .....	15%
Cover 3 (IBC) .....	10%
Cover 4 (BC) .....	20%
Preferred Positions* .....	10%

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

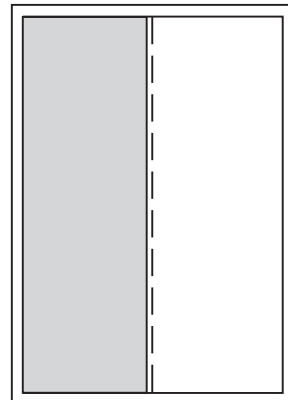


½ Horizontal



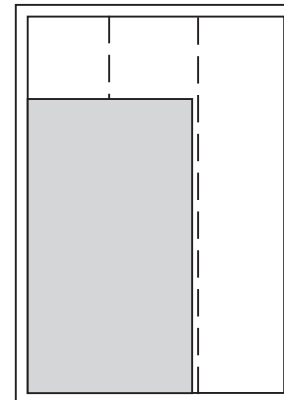
7" x 4 7/8"  
[ 7 x 4.875 ]  
CONVERSION

½ Vertical



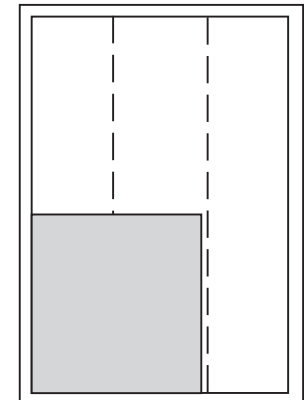
3 3/8" x 9 7/8"  
[ 3.375 x 9.875 ]  
CONVERSION

½ Island



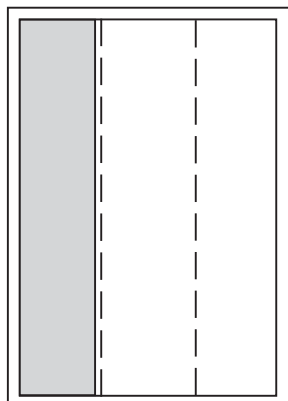
4 9/16" x 7 1/2"  
[ 4.5625 x 7.5 ]  
CONVERSION

⅓ Square



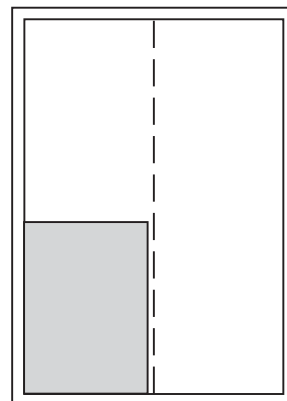
4 9/16" x 4 7/8"  
[ 4.5625 x 4.875 ]  
CONVERSION

⅓ Vertical



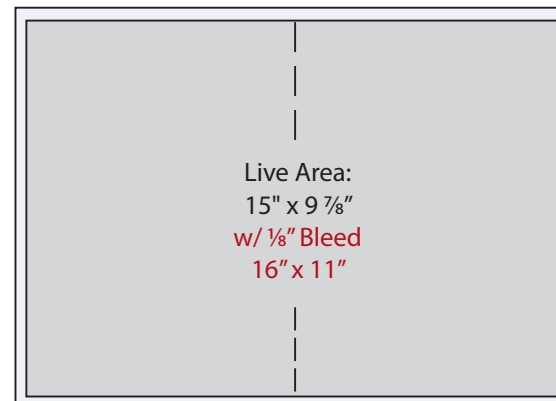
2 3/16" x 9 7/8"  
[ 2.1875 x 9.875 ]  
CONVERSION

¼ Square



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

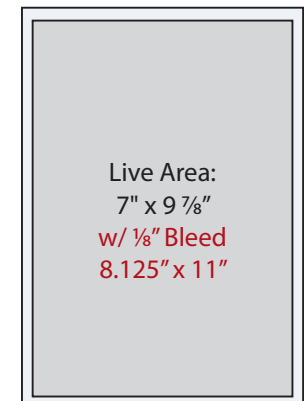
2 Page Spread



Live Area:  
15" x 9 7/8"  
w/ 1/8" Bleed  
16" x 11"

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

Full Page



Live Area:  
7" x 9 7/8"  
w/ 1/8" Bleed  
8.125" x 11"

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.)

### 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 20,050 print and digital school transportation professionals. Source: BPA, May 2023.

### 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 2024 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)