

2025
School Transportation®
News

**PRINT, DIGITAL &
CONFERENCE** | MEDIA
PLANNING KIT

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
20,555

AUDITED READERSHIP
12 MONTH AVERAGE



STNONLINE.COM

1.2 MILLION
YEARLY PAGE VIEWS

(As of 7/31/23 - 7/31/24)



E-NEWSLETTERS

33,000

OPT-IN SUBSCRIBERS

25%

AVERAGE OPEN RATE



STN PODCAST

12,300 | EPISODE PLAYS (7/31/23 - 7/31/24)

SOCIAL MEDIA
TOTAL REACH

(As of 7/31/24)



7,500
LIKES



3,238
FOLLOWERS



5,784
MEMBERS



2,025,737
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 6-11, 2025

tsdconference.com

STNEXPO

CONTENT. COMMUNITY. COMMERCE.

+ TRANSPORTATION DIRECTOR
Summit

GreenBus

SUMMIT

BUS TECHNOLOGY SUMMIT

3 INDUSTRY EVENTS

2,500

ATTENDEES & SUPPLIERS

WWW.STNONLINE.COM

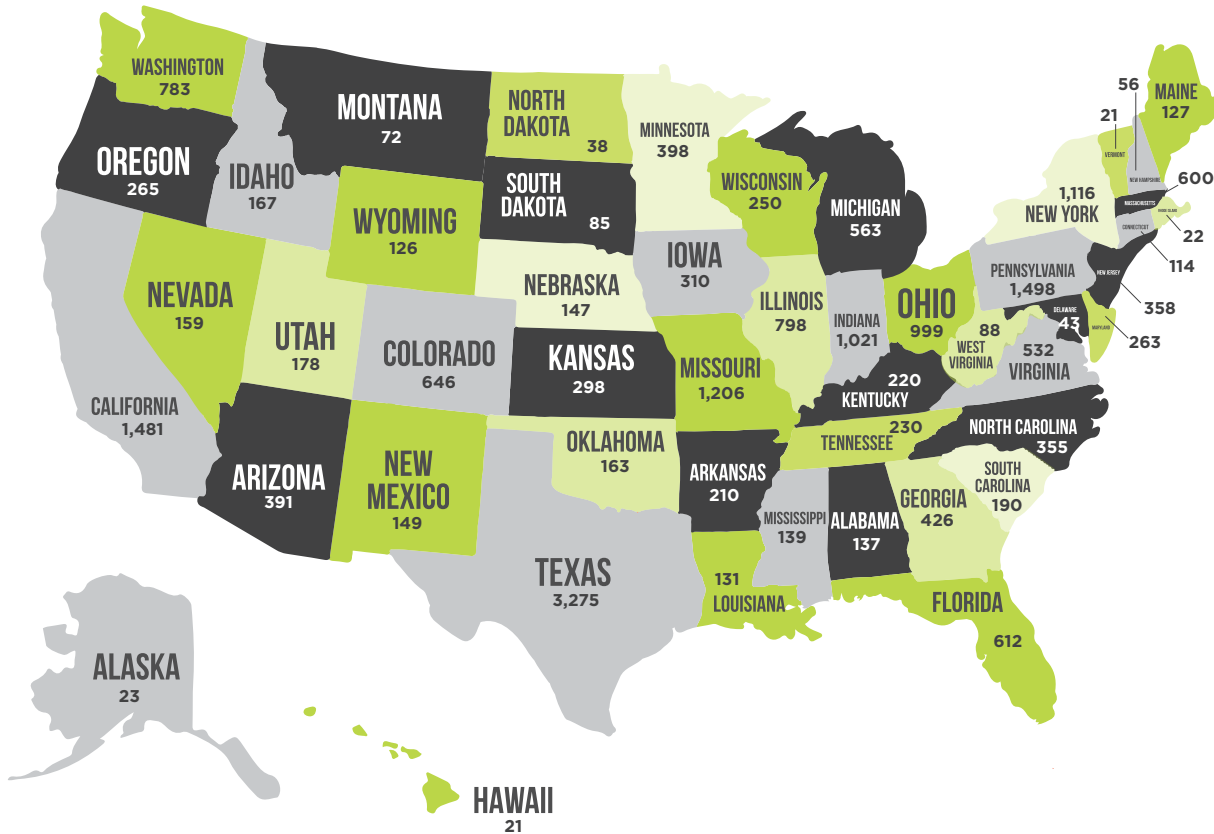
School Transportation News

Embassy Suites, Charlotte
Concord, NC | Peppermill Resort
Reno, NV
March 20-25, 2025 | July 11-16, 2025

stnexpo.com

Distribution - May 2024 | Unique Total Qualified Circulation

PRIMARY READERS **▶ 21K**** PASS-ALONG READERS **▶ 71K*** TOTAL READERS **▶ 90K**



REACH THE READER**

Transportation Director	9,199
Superintendent/School Business Official	3,739
President/CEO	2,961
Fleet Manager	1,360
Driver Trainer	2,234
Others Allied to the Field	2,224

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

School District Fleets	16,798
Contractor Fleets	1,773
Manufacturers, Suppliers, others allied to field	1,916
Private School, University Transit Fleets	430
Head Start Fleets	435
Federal, State & Local Government	365

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

JANUARY



SPECIAL NEEDS

- Medically Fragile Students
- Managing Student Behavior
- Type A, Non-Traditional Vehicles & Van Conversions
- Special Needs Routing Services & Medicaid
- Security & Crisis Planning

FEBRUARY



SAFETY

- Illegal Passing Trends & Solutions
- Upgrading Communications & On-Board Equipment
- Preventive Maintenance Technology
- Student Behavior & Incident Management
- STN EXPO EAST Preview: Green Bus Summit + Bus Tech Summit

MARCH



OPTIMIZATION & EFFICIENCY

- Fastest Growing School Districts
- Equipment Installation, Training & Warranty
- Improving School Transportation Uptime
- Collaboration with IT Department on Technology Purchasing
- Student Ridership, Apps & Route Tiering



APRIL



SCHOOL EXECUTIVE & SUPERINTENDENT

- AASA Superintendent of the Year
- Fleetwide Hardware & Software Upgrades
- Investing in Greener School Buses
- Benefits of Contracted Services
- Data Insights: Fleet Management Improvements & Cost Cutting

MAY

The Power of Video

Dash cam footage from the fatal Texas school bus crash shows all. Similar technology is available for illegal passing, bullying & more.



SECURITY & CONNECTIVITY

- Connected On-Board Technology & Wi-Fi
- Better Parent Communications
- Video Review: Bullying/Assault
- Fuel Services, Management & State of Charge
- Danger Zone & School Bus Stop Safety

JUNE



GREEN BUS

- Fuel of Choice: Diesel, Gas, Propane or Electric
- Health Benefits for Student Success
- Route Optimization
- Lessons Learned from Green Bus Deployments
- STN EXPO EAST Preview: Green Bus Summit + Bus Tech Summit

STORY EMPHASIS

EXTRAS

DATES

CONFERENCES

Ad Close: Nov. 29
Mech Deadline: Dec. 04

Ad Close: Jan. 10
Mech Deadline: Jan. 15

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

Ad Close: Feb. 28
Mech Deadline: Mar. 05

Ad Close: Mar. 28
Mech Deadline: April 02

Ad Close: May 02
Mech Deadline: May 07



JULY



SCHOOL BUS CONTRACTOR

- STN Innovator of the Year Award
- Alternative Transportation Services & McKinney Vento
- Technology Deployments
- Driver Performance, Safety & Retention
- Insurance Coverage: School Bus Crashes & Incidents



Ad Close:May 30
Mech Deadline:June 04

STNEXPO
CONTENT. COMMUNITY. COMMERCE.

JULY 11-16
RENO, NV



JULY 20-23
BOSTON, MA

AUGUST



FLEET MANAGEMENT

- TOP 10 Garage Stars
- Parts & Inventory Management
- Technology Utilization
- Fleet Valuation: School Bus Residual Values & Cost Analysis
- Garage Equipment Needs

Ad Close:June 27
Mech Deadline:July 02

SEPTEMBER



TECHNOLOGY

- Technology Super Users
- Video Security Systems
- Operational Efficiency
- Managing Equipment Costs
- Data Security Trends



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

OCTOBER



LEADERSHIP

- Top Transportation Teams
- Biggest School Transportation Challenges
- Equipment & Technology Purchasing Demand
- Staffing Retention: Pay & Benefits
- TSD Conference Preview

Ad Close:Aug. 29
Mech Deadline:Sept. 03



NAPT CONFERENCE
OCTOBER 31 - NOVEMBER 4
GRAND RAPIDS, MI

NOVEMBER



TRANSPORTATION DIRECTOR

- Transportation Director of the Year
- Rising Super Stars Profiles
- GPS & Tablets
- Lighting & LEDs
- Tires, Wheels & Brakes

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



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

NOVEMBER 6-11
FRISCO, TX



NASDPPTS
NOVEMBER 12-16
WASHINGTON, DC

DECEMBER



2026 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. 07
Mech Deadline:Nov. 12

STORY EMPHASIS

EXTRAS

DATES

CONFERENCE

WEBSITE

Leaderboard
728 x 90

Partner Updates Native Ad

Video Ads

Medium Rectangle
300 x 250

Latest News

Technology
STN EXPO Panel Discusses Trends in School Bus Safety Technology

Update: Feds Withdraw Oral Fluid Collection for CDL Drug Tests Rule

Thomas Built Buses Seeks Bangston Replacement Amid Move to DTNA Financial

NTSB Responds to Proposed Marijuana Changes

Promoting Transportation Department Culture, Diversity

Advertisement

247 Security Student Transportation Safety Enterprise

- Catch the Violator
- Create the Evidentiary Package
- Create Safer

Digital Editions

August 2024
Meet the 2024 Garage Stars and learn more about the crucial role

VEIEWS/USER **AVG. VISIT ENGAGEMENT TIME**
2.18 **0:47**

TOP 10 VIEWERSHIP BY CITY

- Asburn
- New York
- Warsaw
- Chicago
- Moses Lake
- Philadelphia
- San Antonio
- Los Angeles
- Washington
- Des Moines

AVERAGE VISITOR STATS (ANNUAL)

1.2 MILLION
PAGE VIEWS
(As of 7/31/23 - 7/31/24)

560,000
UNIQUE VISITORS
(As of 7/31/23 - 7/31/24)

School Transportation® NATION
PODCAST

STN PODCAST
12,300 ANNUAL EPISODE PLAYS

Podcast rates as low as \$925 net per episode.

(As of 7/31/23-7/31/24)

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
52 SECONDS
 WITH EACH PARTNER UPDATE

PARTNER UPDATES

Top 3 Best-Performing Partner Updates: (As of 7/31/23 - 7/31/24)

- Cummins **6,943 views**
- School Bus Dash Lamps: Why They Turn On and What Turns Them Off
- ZUM **1,926 views**
- Case Study: Transportation Lessons from the 2023-2024 School Year Launch
- busHive (with social boost campaign) **1,412 views**
- Kentucky District Takes Processes From Days to Minutes With busHive

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

33,000

OPT-IN SUBSCRIBERS

25%

AVERAGE OPEN RATE

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.

80% YES

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

68% 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.

STN eNews
The latest updates in student transportation

Brought to you by School Transportation

Leaderboard
728 x 90

Learn more about how we can assist you with fleet electrification.

STN eNews: July 31, 2024

July 2024: Trends: What's Your School Bus Driver Salary?
STN surveyed 209 school districts in the contiguous 48 states to determine average regional starting and maximum school bus driver hourly wages.

Monthly Poll
Have you attended a professional development conference or training this summer?

Industry Releases
Awards, new hires and statements from the industry's top companies.

Last Day to Nominate Rising SuperStars
Profiles to be featured in the magazine this fall.

School Transportation Nation Podcast
Episode 220 | Sponsored by Transfinder

The Future: Bus Garage Tech, Illegal Passing Survey, Radios for Safety

Full Banner
468 x 60

Text Ads

Video Ads

CUSTOM E-BLAST & SURVEYS

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

Rates start at \$2,500 net.

Tag: Webinar

Technology
Webinar Covers E-Rate 101 for School Bus Wi-Fi

Green Bus
Webinar Explains the Specifics of Zero-Emission Vehicle Grant Funding in California

Multimedia
(Recorded Webinar) Charging Ahead: Electric School Buses as Catalysts for Community Resilience

Multimedia
(Recorded Webinar) E-rate 101 for School Bus Wi-Fi

Multimedia
(Recorded Webinar) Hit the Easy Button with EV Grants

Operations
Transportation Staff Share How Technology Improves Operations

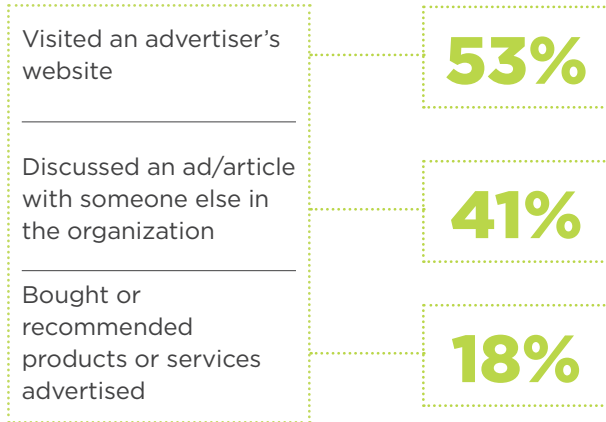
Green Bus
Electric School Bus Webinars Scheduled for This Summer

Multimedia
(Free Webinar) Driving Success: Transformative Transportation Strategies for 2025 and Beyond

100 - 200
Viewers Per Webinar

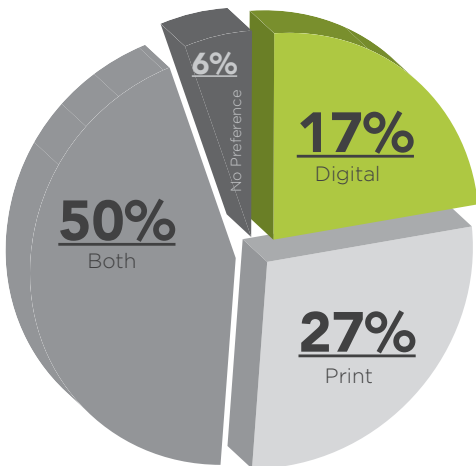
3
Dedicated Promotional eBlasts Included

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 **77%** ”

Which is your preferred version of STN magazine?



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

93% YES

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

67% YES

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

Lighting & LEDs.....	36%
Tires & Wheels.....	31%
Brake Products.....	29%
Type C or D buses.....	25%
Lubricants, Additives & Fuel Services.....	23%
New Diesel Buses, Engines & Components	23%
GPS & Vehicle Tracking.....	22%
Mirror Products.....	21%
Cellular, Radio & Communication Systems	20%
Air Conditioning/HVAC	19%
Seatbelts/ Occupant Restraints	19%
Foam & Seating Products.....	17%
Stop-Arm Video Systems.....	17%
Type A buses	16%
Emission Control & Exhaust Products.....	14%
Parent Communication Apps	14%
Drive Train/ Turbo Products & Pumps	13%
Video Security Systems.....	13%
Crossing Control Products	11%
New Alternative Fuel Buses & Infrastructure (Propane, Electric, CNG).....	11%
New Gasoline Buses.....	11%
Onboard Tablets/ Mobile Data Terminals	10%
Student Tracking/ RFID.....	10%
Child Detection Systems.....	9%
Transportation Routing Software	9%
Flooring Products.....	8%
Used Buses	8%
Vehicle Lifts & Hosts	8%
Exterior Vehicle Washing Products.....	8%
Wi-Fi/Onboard Student Connectivity.....	7%
Air Purification Solutions and Cleaning Products / Hand Sanitizers	6%
Fire Suppression Systems.....	6%
Mobility Equipment Products.....	6%
Alternative Student Transportation/ Ride Share Services...5%	5%
School Bus Contracting Services.....	5%
Insurance & Financial Services.....	4%
Health & Wellness Products.....	3%
Traction Control Products	2%

SIGNET
RESEARCH INC.

Survey was conducted in **March 2024**. 488 STN magazine readers responded.

Interested in Purchasing One or More: **69%** | Multiple responses permitted.

The Ultimate Resource of the School Transportation Industry

2025 BUYER'S GUIDE

20,555* QUALIFIED SUBSCRIBERS



DATA & STATISTICS

to Outpace Supply, Best Since Pre-COVID

Industry demand for school buses is projected to rise sharply in 2025 as the COVID-19 pandemic's impact on the industry continues to be felt. The industry is expected to see a significant increase in demand for school buses, with many districts reporting a backlog of orders. This is due to a combination of factors, including the need for replacement buses and the desire for newer, more efficient models. The industry is expected to see a significant increase in demand for school buses, with many districts reporting a backlog of orders. This is due to a combination of factors, including the need for replacement buses and the desire for newer, more efficient models.

DATA, STATISTICS AND TRENDS

Buying Wishlist

Table with 2 columns: Item and Percentage. Includes items like 'New School Buses' (38%), 'Used School Buses' (25%), 'School Bus Parts' (15%), etc.

TOP 10



2024 BUYER'S GUIDE. The Ultimate Resource For The School Transportation Industry. School Transportation News. A Supplement To School Transportation News.



BUS OEMS & DEALERS

Blue Bird Corporation. Blue Bird is a leading manufacturer of school buses. We offer a wide range of models and configurations to meet the needs of every district. Contact us today for more information.



COMPONENTS & SERVICE SUPPLIERS

COMPONENTS & SERVICE SUPPLIERS. A directory of companies providing parts and services for school buses. Includes categories like Tires, Brakes, and Electrical.

STNEXPO

CONTENT. COMMUNITY. COMMERCE.



CHARLOTTE

March 20-25, 2025
Embassy Suites, Charlotte | Concord NC



RENO

July 11-16, 2025
Peppermill Resort | Reno, NV



BUS TECH SUMMIT

.....
GreenBus 
SUMMIT

March 23-24, 2025
Charlotte

July 13-14, 2025
Reno



TRANSPORTATION DIRECTOR
Summit

March 21-22, 2025
Charlotte/Concord

July 11-12, 2025
Reno/Lake Tahoe

CONNECT WITH DECISION MAKERS

For more information visit stnexpo.com



Transporting Students With
Disabilities & Special Needs
Conference and Trade Show

November 6–11, 2025

Embassy Suites by Hilton Dallas
Frisco Hotel & Convention Center

LEARN MORE AT **[TSDCONFERENCE.COM](https://tsdconference.com)**

Presented by

School Transportation
News

CONNECT WITH
DECISION MAKERS

500
ATTENDEES

3
NETWORKING
EVENTS

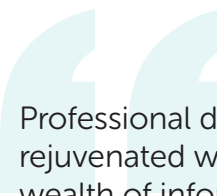
2
DAY TRADE
SHOW

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

2025 CONFERENCE BOOTH RATES
STARTING AT:

10' x 10'	\$2,975
10' x 20'	\$5,175
20' x 20'	\$8,875

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

TRANSPORTATION DIRECTOR SUMMIT:

\$9,750 per event

Focused Buyer Meetings and Discussions

CHARLOTTE — March 21-22

RENO — July 11-12

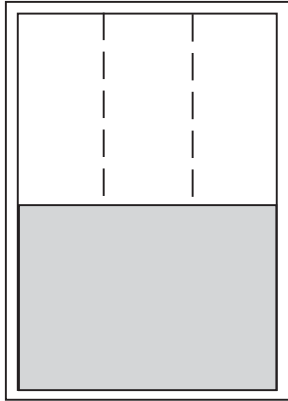


SPECIAL POSITION RATES

Cover 2 (IFC)	25%
Cover 3 (IBC)	15%
Cover 4 (BC)	25%
Preferred Positions*	15%

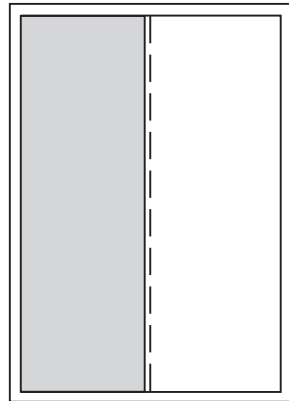
*Preferred positions: Opposite the Table of Contents & First Take

½ Horizontal



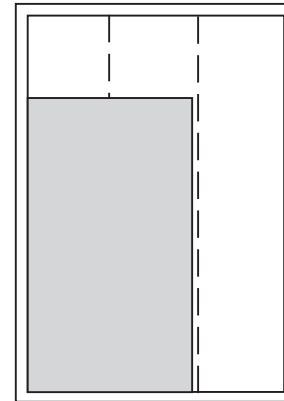
7" x 4 7/8"
[7 x 4.875]
CONVERSION

½ Vertical



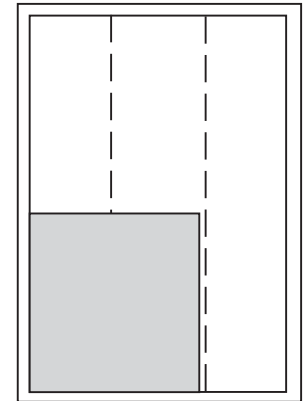
3 3/8" x 9 7/8"
[3.375 x 9.875]
CONVERSION

½ Island



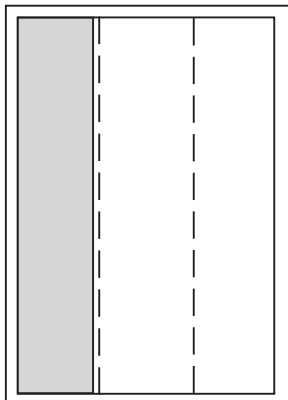
4 9/16" x 7 1/2"
[4.5625 x 7.5]
CONVERSION

⅓ Square



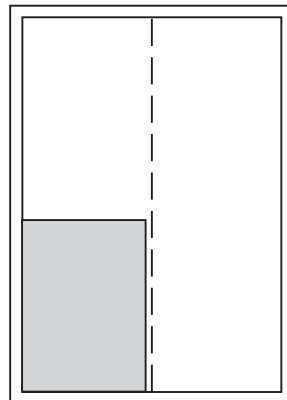
4 9/16" x 4 7/8"
[4.5625 x 4.875]
CONVERSION

⅓ Vertical



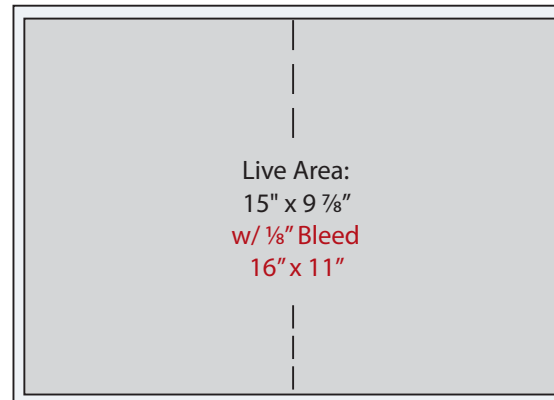
2 3/16" x 9 7/8"
[2.1875 x 9.875]
CONVERSION

¼ Square



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

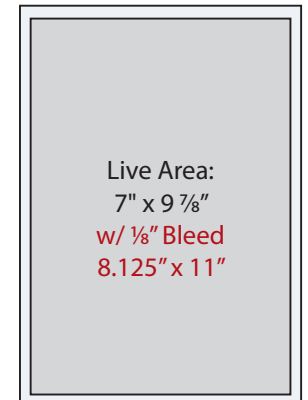
2 Page Spread



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 or maria@stnmedia.com

POLICIES

Audited Circulations:

SCHOOL TRANSPORTATION NEWS is AUDITED MEDIA audited and offers a qualified circulation of 20,555 print and digital school transportation professionals. Source: AUDITED MEDIA, May 2024.

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 2025 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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