

**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



**THE SHOW** REPORTER  
DIGITAL DAILY

**STN EXPO**  
CONTENT. COMMUNITY. COMMERCE.

MARCH 20-25  
CHARLOTTE/CONCORD, NC

**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



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



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

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