

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



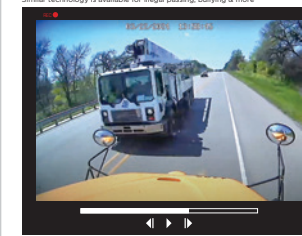
SCHOOL EXECUTIVE & SUPERINTENDENT

- 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 WEST 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



NASDPTS
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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