

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
						
	SPECIAL NEEDS	SAFETY	OPTIMIZATION & EFFICIENCY	SCHOOL EXECUTIVE & SUPERINTENDENT	SECURITY & CONNECTIVITY	GREEN BUS
STORY EMPHASIS	<ul style="list-style-type: none"><li>Utilizing Student Ridership to Secure Medicaid Funding</li><li>Driver Performance &amp; Safety Training</li><li>Proper CSRS &amp; Wheelchair Securement</li><li>Multi-Purpose Vehicle (MPV) &amp; Type A: Vehicle Utilization &amp; Maintenance</li><li>Technology Solutions for Inclusive Transportation</li></ul>	<ul style="list-style-type: none"><li>Student Behavior Management</li><li>Illegal Passing Trends &amp; Programs</li><li>Emergency Response: Incidents &amp; Crashes</li><li>Seatbelts</li><li>STN EXPO East Preview</li></ul>	<ul style="list-style-type: none"><li>Fuel Optimization: Electric, Gas, Propane &amp; Diesel</li><li>Consolidating Routes with Technology</li><li>RFPs &amp; Procurement of Technology</li><li>LEDs &amp; Lighting</li><li>Apps: Connecting Parents, Transportation &amp; Administration</li></ul>	<ul style="list-style-type: none"><li>National Superintendent of the Year &amp; Finalists</li><li>Aligning Transportation and Education Teams for IEP Success</li><li>Shared Mobility Models: Partnering for Efficiency</li><li>Upgrades: Retrofitting Buses with Technology</li><li>Investing in New School Buses</li></ul>	<ul style="list-style-type: none"><li>Assaults &amp; Video Review</li><li>Route Optimization: AI and Telematics</li><li>Danger Zone &amp; School Bus Stop Safety</li><li>Transportation Uptime</li><li>Predictive Maintenance, Fault Codes &amp; Diagnostics</li></ul>	<ul style="list-style-type: none"><li>Hardware &amp; Software Technology Upgrades</li><li>Green Bus Health Benefits</li><li>Driver Retention Strategies: Efficiency Innovations</li><li>Data-Driven Collaboration with Suppliers</li><li>STN EXPO West Preview</li></ul>
EXTRAS						
DATES	Ad Close: ..... Dec. 5 Artwork Due: ..... Dec. 10	Ad Close: ..... Jan. 09 Artwork Due: ..... Jan. 14	Ad Close: ..... Jan. 30 Artwork Due: ..... Feb. 04	Ad Close: ..... Feb. 27 Artwork Due: ..... Mar. 04	Ad Close: ..... Mar. 27 Artwork Due: ..... April 01	Ad Close: ..... May 01 Artwork Due: ..... May 06
CONFERENCES	 NATIONAL SCHOOL TRANSPORTATION ASSOCIATION JANUARY 18-22 FORT LAUDERDALE, FL		 STNEXPO CONTENT. COMMUNITY. COMMERCE. MARCH 26-31 CHARLOTTE/CONCORD, NC			

## JULY



### SCHOOL BUS CONTRACTOR

- STN Innovator of the Year Award
- Addressing Driver Fatigue: New Tech & Policies
- Fastest Growing Districts
- Use of Alternative Transportation Vehicles
- Smart Cameras: AI Enhances Onboard Safety & Security

**THE SHOW** REPORTER

DIGITAL DAILY

Ad Close: ..... May 29  
Artwork Due: ..... June 03

**STNEXPO**  
CONTENT. COMMUNITY. COMMERCE.

JULY 9-15  
RENO, NV



JULY 19-22  
DENVER, CO

## AUGUST



### FLEET MANAGEMENT

- Garage Star Profiles
- Optimizing Infrastructure for Cost Savings
- Summer Maintenance for Year-Round Efficiency
- Parts Purchasing & Inventory Management Software
- Data & Routing Analytics for Fuel Efficiency

Ad Close: ..... June 26  
Artwork Due: ..... July 01

## SEPTEMBER



### TECHNOLOGY

- Technology Super Users
- Tech Installation & Training
- IT Collaboration for Purchasing & Integrating Software
- Driver Training Evolution VR & Safety Simulators
- Securing Video Storage & SIS Integration



Ad Close: ..... Jul. 31  
Artwork Due: ..... Aug. 05

## OCTOBER



### LEADERSHIP

- Top Transportation Teams
- Driver Shortage, Culture & Recruitment
- Leadership Teams Deploy Next Gen Bus Safety Tech
- Navigating New IDEA Regulations for Special Needs
- TSD Conference Preview

Ad Close: ..... Aug. 28  
Artwork Due: ..... Sept. 02



NAPT CONFERENCE  
OCTOBER 3 - 7  
LOUISVILLE, KY

## NOVEMBER



### TRANSPORTATION DIRECTOR

- Transportation Director of the Year
- Leadership Staffing, Pay & Benefits
- Rising SuperStars Profiles
- Technology: Deployments & Utilization
- Driver Coaching & Crash Prevention Technology

**THE SHOW** REPORTER  
DIGITAL DAILY

Ad Close: ..... Sept. 29  
Artwork Due: ..... Oct. 07

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

NOVEMBER 5-10  
FRISCO, TX



NASDPTS  
NOVEMBER 14-17  
PENTAGON CITY, VA

## DECEMBER



### 2027 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. 06  
Artwork Due: ..... Nov. 11

STORY EMPHASIS

EXTRAS

DATES

CONFERENCE