


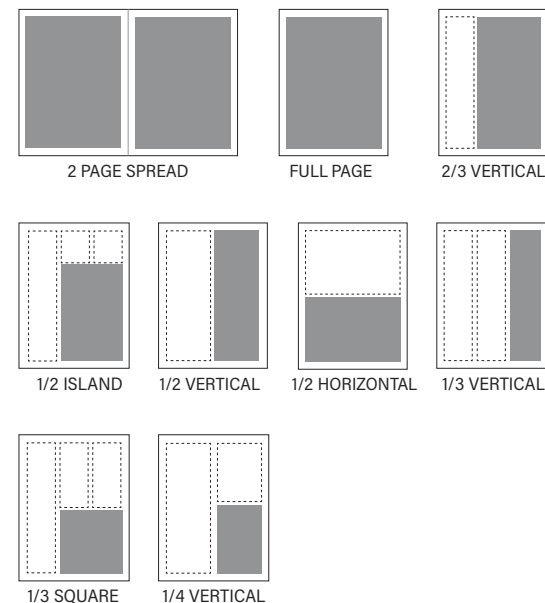
CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

ISSUE	JAN	FEB	MAR	APR/MAY	JUN/JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL THEME	Technology Issue • Virtual Conference Coverage • Administrator of the Year • Student Tracking Tech	Special-Needs Issue • Special-Needs Survey • Special-Needs Behavior Management, COVID Update • Wi-Fi	Maintenance Issue • Fuel Management Trends • Maintenance Survey • New Shop Products	Management Issue • Dealing With Difficult Employees • Driver Shortage Update, Solutions • Air Conditioning	Contractor Issue • Contractor Roundtable • Contractor Survey • Visibility Technology Update	Back-to-School Issue • Behavior Management • Photo Contest Winners • Seat Belts, Seating, Restraints	Safety Issue • Combating Stop-Arm Running • Contractor of the Year • Stop-Arm Camera Update	Green Issue • Top District Fleets • Electric Bus Roundtable • Propane Bus Success Stories • New Green Technologies	NAPT Show Issue • Pupil Transportation Families • School District Survey • Fire Suppression Equipment	2022 Fact Book • Pupil Transportation Data • Bus, Chassis, Engine Specs • OEM and Supplier Guides • Industry Contacts
SPONSORSHIP OPPORTUNITIES		Special-Needs Survey	Maintenance Survey		Canadian Fact Book (Digital) Contractor Survey Top Contractor List (Digital)	Photo Contest	Ad Study Issue	Top District Fleets	School District Survey Show Daily	2022 Wall Calendar
TARGETED BONUS DISTRIBUTION		<ul style="list-style-type: none"> California Assn. of School Transportation Officials Date TBD Anaheim, CA NSTA Midwinter Meeting Feb. 21-23 Safety Harbor, FL 	<ul style="list-style-type: none"> State Mechanic Workshops National School Boards Assn., April 10-12 New Orleans, LA National Head Start Assn.: April 19-23, Columbus, OH 	<ul style="list-style-type: none"> National Congress on School Transportation May 16-19 Des Moines, IA 	<ul style="list-style-type: none"> State Association Meetings Southeastern States Pupil Trans. Conference: TBD NSTA Annual Convention: July 17-21 Milwaukee, WI 	 SCHOOL BUS FLEET CONNEX schoolbusfleet.com		<ul style="list-style-type: none"> Assn. of School Business Officials Intl. Oct. 13-16 Milwaukee, WI 	<ul style="list-style-type: none"> NAPT Conference: Nov. 5-9, Grand Rapids, MI NASDPTS Conference Nov. 6-10 Grand Rapids, MI 	
AD CLOSE	12/18	1/20	2/17	3/24	4/22	7/27	8/24	9/27	10/21	11/17
MATERIALS DUE	12/23	1/25	2/22	3/29	4/27	7/30	8/27	9/30	10/26	11/22

MAGAZINE


All pricing is quoted at net rate.



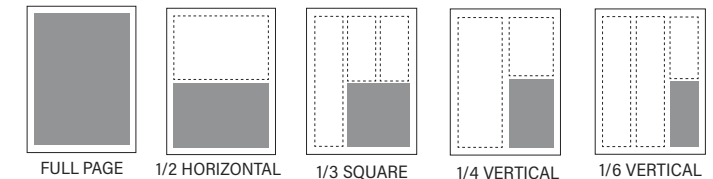
AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
2-Page Spread	Pricing available upon request.			
Full Page	\$5,500	\$5,900	\$6,250	\$6,950
2/3 Vertical	\$4,500	\$4,750	\$5,000	\$5,600
1/2 Island	\$3,900	\$4,200	\$4,450	\$4,900
1/2 Vertical	\$3,650	\$3,900	\$4,100	\$4,600
1/2 Horizontal	\$3,650	\$3,900	\$4,100	\$4,600
1/3 Vertical	\$2,800	\$3,000	\$3,250	\$3,600
1/3 Square	\$2,800	\$3,000	\$3,250	\$3,600
1/4 Vertical	\$2,400	\$2,500	\$2,650	\$2,950

PREMIUM POSITIONING	
Bellyband	Pricing available upon request.
False Front Cover	Pricing available upon request.
Gatefold / Split-Front Cover	Pricing available upon request.
Inserts	Pricing available upon request.

Premium Positions - add 10% to applicable page rate.

 See Publication Specifications Page For Detailed Specs.

CLASSIFIED



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AD SIZE	10X Rate	6X Rate	3X Rate	1X Rate
Full Page	\$2,760	\$2,925	\$3,090	\$3,250
1/2 Horizontal	\$1,390	\$1,480	\$1,560	\$1,640
1/3 Square	\$1,065	\$1,125	\$1,175	\$1,250
1/4 Vertical	\$710	\$750	\$790	\$830
1/6 Vertical	\$630	\$670	\$700	\$740