



Print and Advertising Rates and Specs

TERMS AND CONDITIONS

Frequency Discounts: Frequency rate is earned by the number of separate advertisements used within a contract year. Different size units may be used to earn this rate. The Fact Book is published annually and earns frequency discount.

CONTRACT RATES

Rates are based on the total space contracted for **IN ADVANCE AND IN WRITING**, and used within one year (9 issues) from date of first insertion. Multiple units of space in one issue may be used to earn frequency discounts. Two-page spreads are counted as 2 units. Unfilled contracts will be short-rated to the next higher frequency rate. Rate increases are subject to 30-day advance written notice. Payment must be in U.S. dollars.

COMMISSION & CASH DISCOUNTS

Agency commission - 15%; 1-1/2% interest per month after 30 days.

SPECIAL POSITIONS RATES

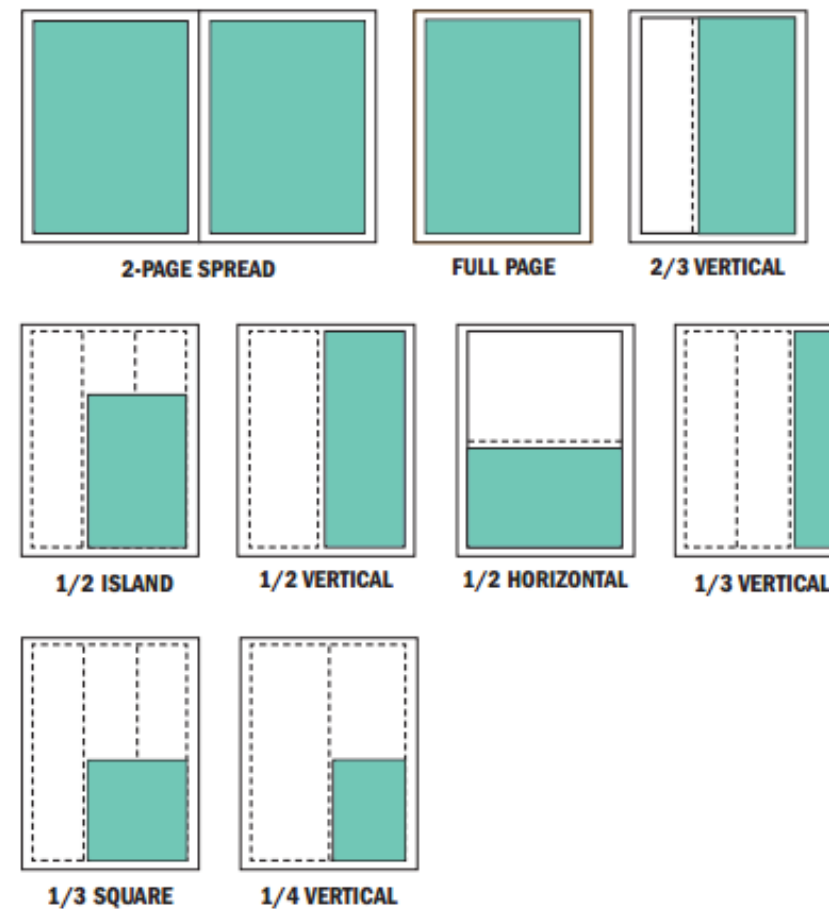
- Cover 2 (IFC) 15%
- Cover 3 (IBC) 10%
- Cover 4 (BC) 20%

A limited number of preferred positions other than covers are available; conditions and rates on request. 90 days for cancellation.

INSERTS

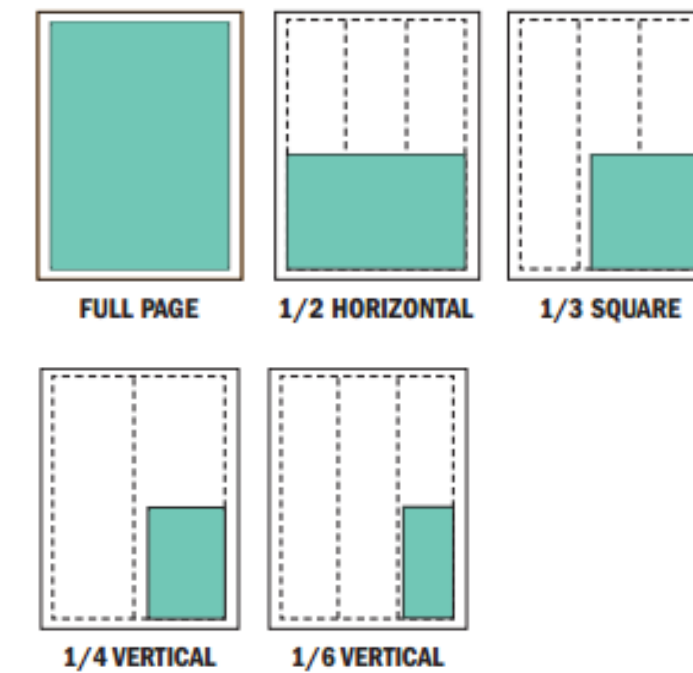
Furnished completely by advertisers and not requiring back-up, two-page insert (one sheet, printed both sides) at 85% spread rates. First additional page at 75% rate, thereafter at 50% rate. Back-up charges \$200 additional per page. Gate Folds/Dutch Door must be quoted by publisher. Agency commission not granted on tip-in or back-up charges. Reply post card inserts (less than 1/2 page in size) may be used only with full page or larger advertisements; billed at 1/2 page rate. Maximum paper weight 100 lb. text weight, minimum 70 lb. text weight. Before ordering printing, advertisers should contact their production manager to determine quantity, size specs, mechanical requirements, shipping instructions and tip-in charges.

MAGAZINE



AD SIZE	11X	6X	3X	1X
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	\$4,950
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

CLASSIFIED



AD SIZE	12X	6X	3X	1X
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



TERMS AND CONDITIONS

DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: <http://addesk.bobit.com> - Click on the Information & Help tab and then select the SCHOOL BUS FLEET listing. All ad materials and production questions can be addressed to:

School Bus Fleet Magazine
Sarah Paredes – Production Manager
3520 Challenger Street, Torrance, CA 90503
PH: (310) 533-2497 • Fax: (310) 533-2501
Email: sarah.paredes@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact SBF Production Manager for AdPortal information to upload your ad.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION)

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

MECHANICAL REQUIREMENTS

(a) Ad Specs: Magazine

Ad Size	Wide-Deep
Full Page	7" x 10"
2/3 Vertical	4-9/16" x 10"
1/2 Vertical	3-3/8" x 10"
1/2 Island	4-9/16" x 7-1/2"
1/2 Horizontal	7" x 4-7/8"
1/3 Vertical	2-3/16" x 10"
1/3 Square	4-9/16" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"

(b) Ad Specs: Classified

Ad Size	Wide-Deep
Full Page	7" x 9-5/16"
1/2 Horizontal	7" x 4-7/8"
1/3 Square	4-9/16" x 4-7/8"
1/4 Vertical	3-3/8" x 4-7/8"
1/6 Vertical	2-3/16" x 4-7/8"

(c) Trim size

Display ad pages trim to 7-7/8" x 10-3/4". Single column width 2-3/16". Double column width 4-9/16". Column depth 10". Binding is saddle stitched, except Annual Fact Book, which is perfect bound. Allow 1/8" for head trim and 1/4" for gutter.

(d) Bleed

No charge for bleed on four-color ads; no charge for gutter bleed on full-page spread ads.

e) Bleed Size

Single-page bleed 8-1/8" x 11"
Spread bleed 16" x 11" Vital parts of copy and layout should be kept at least 3/8" distance from the gutter and top, outside and bottom edges.

CLASSIFIED AD RATES

Additional rate discounts available based on ad size. **Payment required in advance of publication, non-commissionable.** VISA, MC and AMEX are accepted.

Contact: David Avila at (310) 533-2517 or David.Avila@bobit.com.

Display sizes and rates are not applicable in the classified pages of the magazine.

STANDING MATERIALS

Ad material will be retained in storage for 12 months following use and then destroyed unless instructed otherwise by the advertiser or agency.

PUBLICATION DATES

Published 11 times annually.

GENERAL

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter. Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

POSITIONING REQUESTS: Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

PUBLISHER'S LIABILITY: Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

INVOICES, CREDIT & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in U.S. dollars.

Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and AMEX accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.