

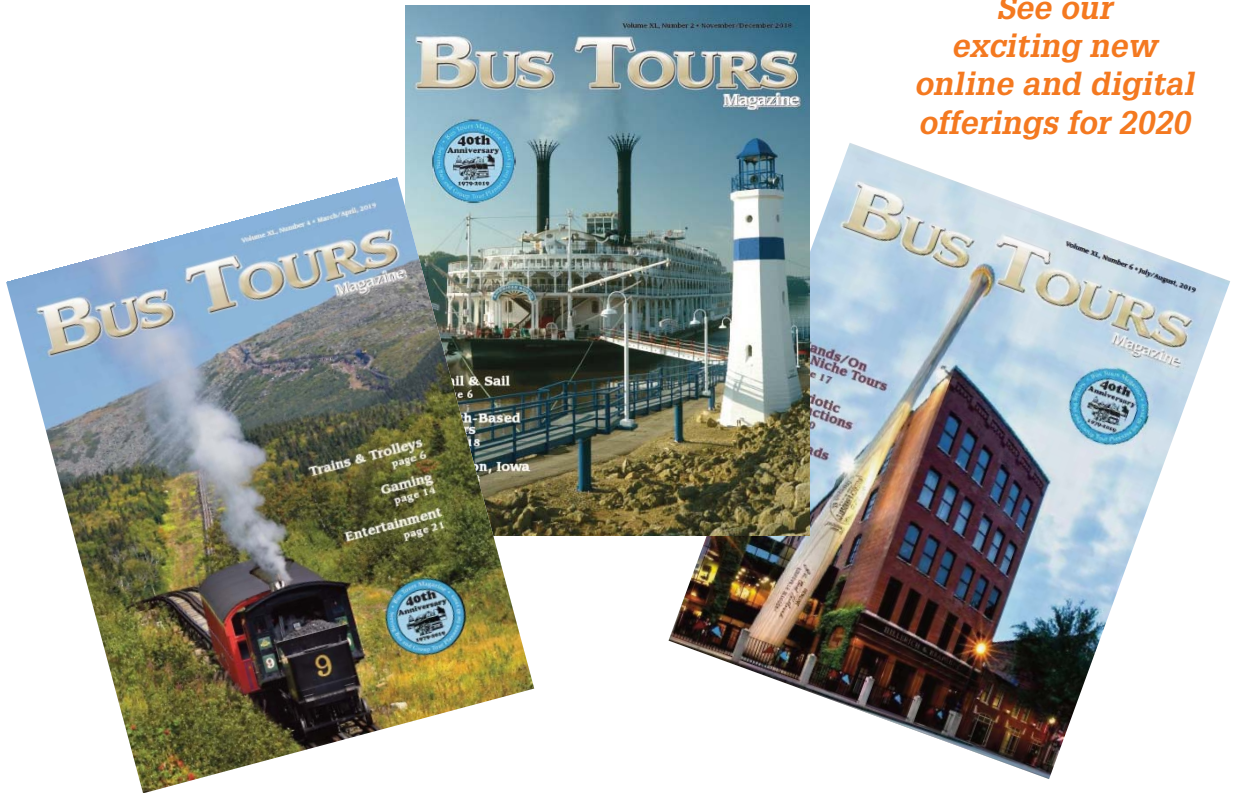
# BUS TOURS Magazine

2020 Media Kit

## Print, Digital and Online Opportunities

*Proud to have editorial staff with bus operation and group tour planning experience dating back to the 1960s.*

See our exciting new online and digital offerings for 2020



## Bus Tours Magazine

9698 W. Judson Road ■ Polo, Illinois 61064

Phone: (815) 946-2341

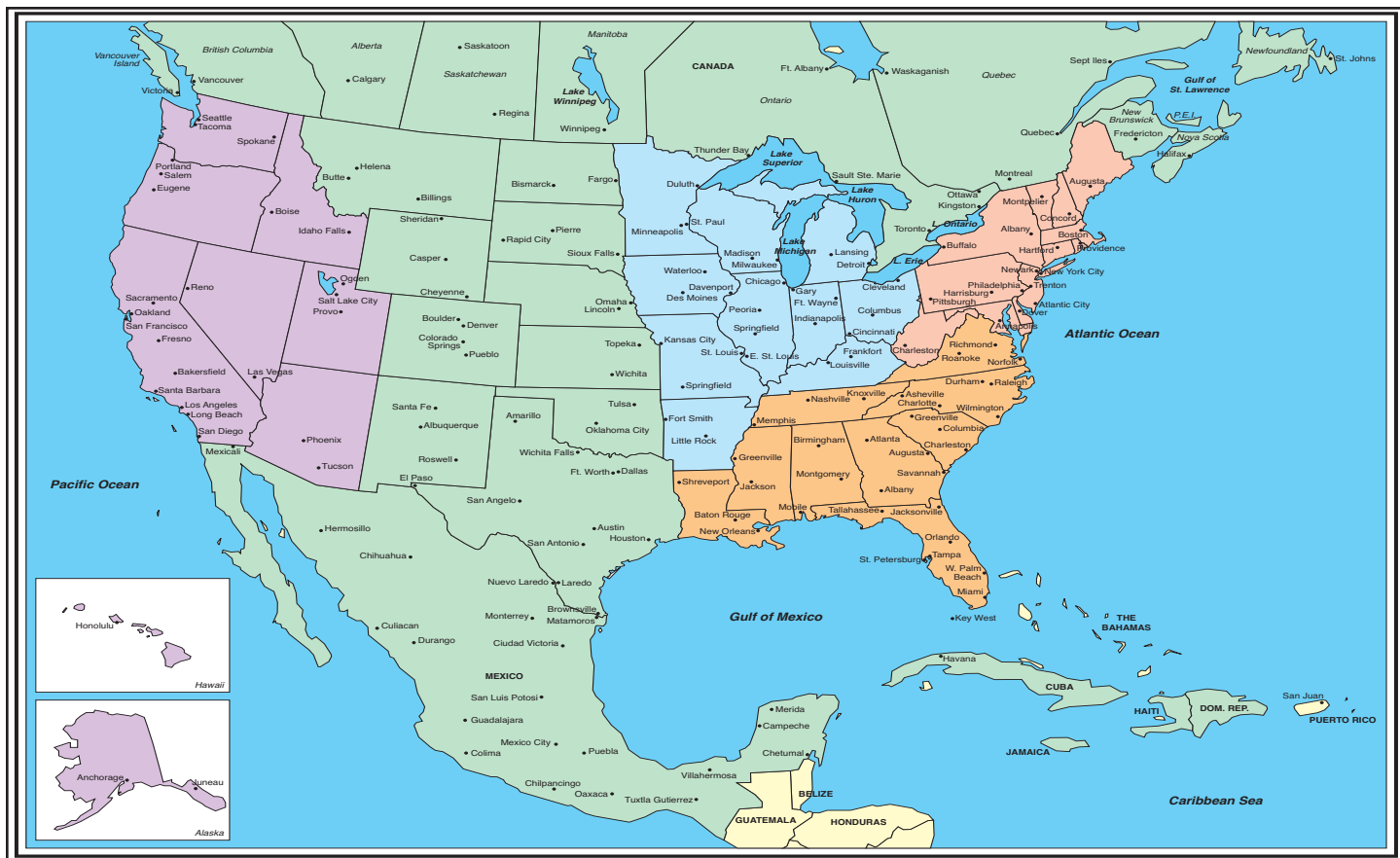
Fax: (815) 946-2347

[www.BusToursMagazine.com](http://www.BusToursMagazine.com)



*Serving bus and group tour planners since 1979*

# Circulation Information



## West

Alaska  
 Arizona  
 California  
 Hawaii  
 Idaho  
 Nevada  
 Oregon  
 Utah  
 Washington

[west@busmag.com](mailto:west@busmag.com)

## Central/Int

Colorado  
 Kansas  
 Montana  
 Nebraska  
 New Mexico  
 North Dakota  
 Oklahoma  
 South Dakota  
 Texas  
 Wyoming  
 Canada

[central@busmag.com](mailto:central@busmag.com)

## Midwest

Arkansas  
 Illinois  
 Indiana  
 Iowa  
 Kentucky  
 Michigan  
 Minnesota  
 Missouri  
 Ohio  
 Wisconsin

[midwest@busmag.com](mailto:midwest@busmag.com)

## Southeast

Alabama  
 Florida  
 Georgia  
 Louisiana  
 Mississippi  
 North Carolina  
 South Carolina  
 Tennessee  
 Virginia

[southeast@busmag.com](mailto:southeast@busmag.com)

## Northeast

Connecticut  
 Delaware  
 Maine  
 Maryland  
 Massachusetts  
 New Hampshire  
 New Jersey  
 New York  
 District of Col.  
 Pennsylvania  
 Rhode Island  
 Vermont  
 West Virginia

[tourgroups@busmag.com](mailto:tourgrouops@busmag.com)

**Total Print Readership: 23,000+**

**Total Digital Readership: 12,000+**

Additional copies are printed and distributed  
 at trade shows and conventions.

# 2020 Editorial Calendar



*Bus Tours Magazine* strives to provide individuals in the bus and group tour planner industry with information on locations that are suitable for inclusion in

successful, entertaining and marketable group tours.

Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in its field. Our management and editorial staff have decades of experience in bus tour planning as well as bus ownership and operation going back to the 1960s. As the saying goes, we have been there and done that.

*Subject to Change*

## January/February 2020

Guide: **Historical Attractions & Museums**

Guide: **Niche and Specialty Tours**

Guide: **Shopping, Dining & Lodging**

Guide: **Special Features on Demand**

Featured Sections: **Regional Roundup**

**Advertisers Note:** *Catalogs are complete and tour planners are now looking for new ideas. A great time to solicit for fall foliage, autumn and holiday tours.*

Deadlines: Insertion: 11/30/19 - Material: 12/07/19

## July/August 2020

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Patriotic Attractions**

Guide: **Special Features on Demand**

Featured Sections: **Regional Roundup**

**Advertisers Note:** *Bus tour planners start planning for next year. This is a great time for being the first to get exposure to tour planners.*

Deadlines: Insertion: 05/31/20 - Material: 06/07/20

## March/April 2020

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Student & Senior Tours**

Guide: **Special Features on Demand**

Featured Sections: **Regional Roundup**

**Advertisers Note:** *Tour planners are now looking for new ideas. This is a good time to solicit for fall foliage, autumn, holiday and next year's spring tours.*

Deadlines: Insertion: 01/31/20 - Material: 02/07/20

## September/October 2020

Guide: **Student & Senior Tours**

Guide: **Historical Attractions & Museums**

Guide: **Shopping, Dining & Lodging**

Guide: **Places for Summer 2021**

Featured Sections: **Regional Roundup**

**Advertisers Note:** *Tour planning is in high gear for next year. An excellent time to get your name in front of tour planners.*

Deadlines: Insertion: 07/31/20 - Material: 08/07/20

## May/June 2020

Guide: **Historical Attractions & Museums**

Guide: **Niche and Specialty Tours**

Guide: **Stops Along the Way**

Guide: **Special Features on Demand**

Featured Sections: **Regional Roundup**

**Advertisers Note:** *Bus tour planners are finalizing autumn and holiday tours and are starting work on spring and summer tours for next year.*

Deadlines: Insertion : 03/30/20 - Material: 04/07/20

## November/December 2020

Guide: **Gaming & Entertainment**

Guide: **Rail & Sail**

Guide: **Faith-based Attractions**

Guide: **Special Features on Demand**

Featured Sections: **Regional Roundup, See us at the Shows**

**Advertisers Note:** *Tour planners are looking for last-minute ideas to round out their tour programs for next year.*

Deadlines: Insertion : 09/30/20 - Material: 10/07/20

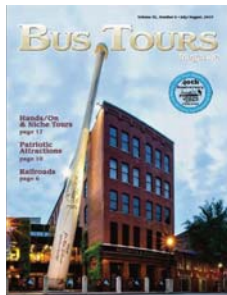
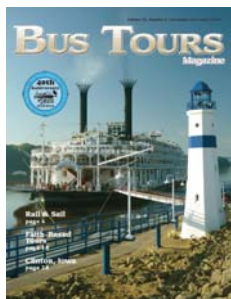
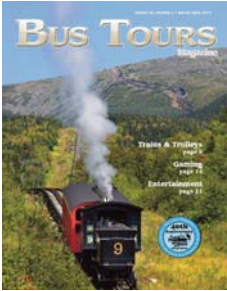
**Issues contain "New, Improved and Different," "Regional Roundup" and articles on other topics.**

Contact your Account Executive for Editorial Deadlines.

# Print Advertising Rates

Rates effective 01/01/20

## Full Color Rates

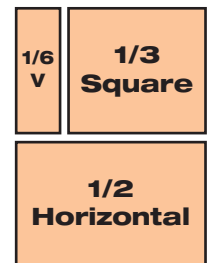
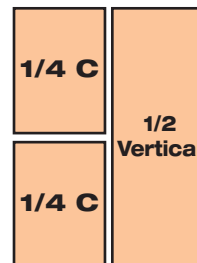
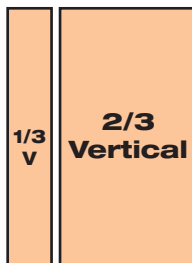
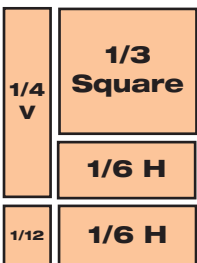


Size		1x	3x	6x
2-Page Spread		\$ 5,960	\$ 4,680	\$ 3,880
Full Page		\$ 3,900	\$ 3,100	\$ 2,300
2/3 Page		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page Island		\$ 3,080	\$ 2,440	\$ 2,040
1/2 Page	Vert or Horiz	\$ 2,460	\$ 1,980	\$ 1,680
1/3 Page	Square or Vert	\$ 1,840	\$ 1,520	\$ 1,320
1/4 Page	Conv or Vert	\$ 1,530	\$ 1,290	\$ 1,140
1/6 Page	Vert or Horiz	\$ 1,220	\$ 1,060	\$ 960
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per insertion</i> .				

## Covers & Preferred Positioning

Size		1x	3x	6x
4th Cover	Outside Back	\$ 4,560	\$ 4,200	\$ 4,020
2nd Cover	Inside Front	\$ 4,450	\$ 4,100	\$ 3,925
3rd Cover	Inside Back	\$ 4,340	\$ 4,000	\$ 3,830
Preferred Position		15% add'l	15% add'l	15% add'l
All advertising rates are NET RATES and are subject to change. Rates above are charges <i>per insertion</i> .				

## Mechanical Specifications



Full Page .....8.5" x 10.875"  
 Full Page Bleed.....9.0" x 11.5"\*  
 2/3 Page .....4.75" x 10"  
 1/2 Page Vertical .....3.5" x 10"

1/2 Page Horizontal.....7.5" x 4.75"  
 1/3 Page Vertical .....2.25" x 10"  
 1/3 Page Square .....4.75" x 4.75"  
 1/4 Page Vertical .....2.25" x 7.5"

1/4 Page Conv.....3.5" x 4.75"  
 1/6 Page Vertical .....2.25" x 4.75"  
 1/6 Page Horizontal...4.75" x 2.25"  
 1/12 Page .....2.25" x 2.25"

\* Based on 8.5 x 10.875" trim size

Advertising and Design Service Available at \$150 per print or online ad



# Online Advertising Rates

## 1. 200 x 400 Pixel Regional Skyscraper Ad

Price: 1x - \$400, 3x - \$300, 6x - \$250 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Side Bar, Regional Page

What should be submitted: 200 x 400 pixel digital ad

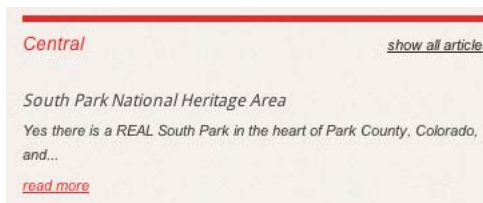
## 2. Online Regional Editorial

Price: 1x - \$500, 3x - \$400, 6x - \$350

Length of Exposure: 2 months

Location: Regional Page

What should be submitted: 500 words, 2-3 photos



## 3. Calendar of Events

Price: 1x - \$630, 3x - \$550, 6x - \$400

Length of Exposure: 2 months (per insertion)

Location: Online Exclusives

What should be submitted: Full page PDF

## 4. 200 x 400 Pixel Home Page Skyscraper Ad

Price: 1x - \$600, 3x - \$500, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Side Bar, Home Page

What should be submitted: Full page PDF



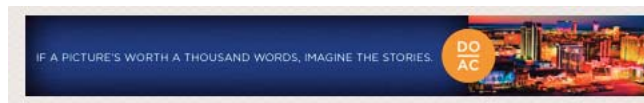
## 5. 468 x 60 Pixel Regional Banner Ad

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Top of Regional Page

What should be submitted: 468 x 60 pixel digital ad



## 6. Online Home Page Editorial Feature

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Home Page

What should be submitted: 750 to 1,000 words and 3-5 photos

## 7. Sample Tour Itineraries

Price: 1x - \$700, 3x - \$600, 6x - \$450 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Regional Page

What should be submitted: Full page PDF

## 8. Embedded Video

Price: 1x - \$500, 3x - \$400, 6x - \$350 (rate per insertion)

Length of Exposure: 2 months (per insertion)

Location: Regional Page

What should be submitted: Video on Youtube, link to video and 100 words.

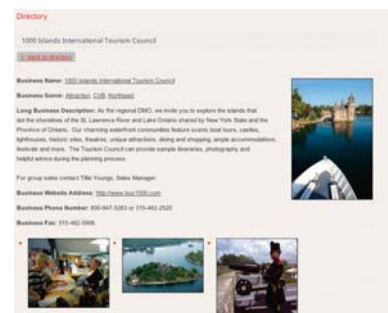
## 9. Supplier Directory

Price: 1x - \$400

Length of Exposure: 1 year

Location: Regional Page

What should be submitted: 350 words and up to 5 photos, Website address, phone number, fax number, e-mail contact.



# Digital Advertising Rates

## 10. Sponsor of The Issue

**Price:** 1x - \$1500, 3x - \$1,260, 6x - \$1,020 (rate per insertion)  
**Length of Exposure:** 2 months (on current issue page)  
**Location:** Digital Issue of the magazine (Full page ad on outside, message on first inside page, then regular cover).  
**What should be submitted:** Full page ad

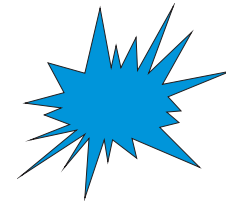


## 11. Hyperlinked Ad

**Price:** 1x - \$120, 3x - \$100, 6x - \$80  
**Length of Exposure:** 2 months per insertion (on current issue page)  
**Location:** From Digital Issue to selected Web page  
**What should be submitted:** Link to target Web page

## 12. E-Mail Blast

Includes one performance report  
**Price:** 1x - \$1,500, 3x - \$1,300, 6x - \$1,100  
**Length of Exposure:** One per charge  
**Location:** Internet  
**What should be submitted:** Full page PDF w/desired hyperlink  
**What should be submitted:** 350 words and up to 5 photos, Website address, phone number, fax number, e-mail contact.



## Digital Newsletter / "Tour Tips"

**Length of Exposure:** Two months on current issue page  
**Location:** Website  
**What should be submitted:** Standard print ads

	1x	3x	6x
<b>Print and Digital Package</b>			
Full Page	\$4,600	\$3,700	\$2,800
Half Page Horizontal	2,920	2,380	2,020
Quarter Page	1,840	1,565	1,380
<b>Digital Newsletter Only</b>			
Full Page	1,400	1,200	1,000
Half Page Horizontal	920	800	680
Quarter Page	620	550	480



### Notes from our advertisers

- We are picking up a fair amount of NEW tour companies and our charter bookings are over last year. – *Tourist Railroad/Museum*
- Our tour bookings went up substantially after advertising in *Bus Tours Magazine*. – *Lodging and attraction.*
- We have advertised in *Bus Tours Magazine* for many years with very positive results. – *Lodging and resort.*

# ROI Options

Some of our advertising partners asked for ways to track response, clicks and interest. As a result, the following options are initially being offered. If there is interest, additional options may be available on the future.

## 1. Special Page ROI Package

**Includes:** This is a basic ROI package that takes a standard color print ad (1x, 3x or 6x) in both print and digital editions and adds both an online Special Page Skyscraper ad plus an online Special Page editorial with a performance report covering the online items.

**Length of Exposure:** 2 months (per insertion)

**What should be submitted:** Print ad digital file, 200 x 400 pixel Skyscraper digital file and 500 words plus 2-3 photos.

**Price plus regular color ad price:** 1x - \$900, 3x - \$700, 6x - \$600 (rate per insertion).

## 2. Home Page ROI Package

**Includes:** This is a basic ROI package that takes a standard color print ad (1x, 3x or 6x) in both print and digital editions and adds both an online Home Page Skyscraper Ad plus an online Home Page editorial with a performance report covering the online items.

**Length of Exposure:** 2 months (per insertion)

**What should be submitted:** Print ad digital file, 200 x 400 pixel Skyscraper digital file and 750-1,000 words plus 3-5 photos.

**Price plus regular color ad price:** 1x - \$1,300, 3x - \$1,100, 6x - \$900 (rate per insertion).

## 3. Digital Newsletter/Print ROI Package

**Includes:** This takes a full page or cover position print ad and includes it in our Digital Newsletter for that issue. A performance report is provided on the newsletter page.

**Note:** Print editorial may also be available on some 3x or 6x print insertions.

**Length of Exposure:** 2 months (per insertion)

**What should be submitted:** Full page print ad digital file plus hyperlink.

**Prices:**

**Full page:** 1x - \$4,900, 3x - \$4,000, 6X - \$3,100

**Back Cover:** 1x - \$5,960, 3x - \$5,880, 6x - \$5,420

**Inside Front Cover:** 1x - \$5,850, 3x - \$5,500, 6x - \$5,075

**Inside Back Cover:** 1x - \$5,740, 3x - \$5,400, 6x - \$5,230

## 4. Stand Alone Full Page Digital Newsletter with ROI Package

**Includes:** This puts your full page ad in our digital newsletter and provides a performance report. It does not include any print advertising.

**Length of Exposure:** 2 months (per insertion)

**What should be submitted:** Full page print ad digital file plus hyperlink.

**Prices:** 1x - \$1,700, 3x - \$1,500, 6X - \$1,400

## 5. Sponsor of the Issue ROI Package

**Includes:** This takes a full page color print ad from the magazine (1x, 3x or 6x) and places it in front of the monthly digital issue as sponsor of that issue. A performance report will be provided on your ad at the front of the digital magazine.

**Limitation:** Since there is only one sponsor for each issue, this is offered only as a first come, first served basis.

**What should be submitted:** Full page print ad digital file.

**Price plus regular full page color ad price:** 1x - \$1,500, 3x - \$1,260, 6x - \$1,020 (rate per insertion).

## 6. Stand Alone ROI Package

**Includes:** This offers an online special page Skyscraper ad plus a Special Page Editorial with a performance report without the need to include print advertising.

**Length of Exposure:** 2 months (per insertion)

**What should be submitted:** 200 x 400 pixel Skyscraper digital file and 750-1,000 words plus 3-5 photos.

**Price per issue:** 1x - \$1,200, 3x - \$1,100, 6x - \$1,000 (rate per insertion).

Other packages can be made available to suit your particular needs. See your Account Executive for details.

### ***Blast Your Message to Bus Tours***

*Bus Tours Magazine* can get your message to tour planners quickly. Ask your Account Executive for information on e-Mail blasts.

# Additional Information

## Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of advertisement. Advertising which is considered detrimental to the bus tour industry or contrary to policies of *Bus Tours Magazine* is not acceptable. Submitted advertisements that show no definitive border may have a border added at the sole discretion of the *Bus Tours Magazine* staff.

## Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient space to warrant a lower rate than that at which they have been charged. Advertisers will be short rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billing has been based.

## Advertiser's Liability

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless

National Bus Trader, Inc., its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of property, copyright infringement or plagiarism.

## Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1.5% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

## Cancellations

Cancellations and changes must be in writing and none is considered accepted unless confirmed in writing by the publisher. Verbal cancellations are not acceptable under any circumstances. Cancellations and changes in insertion orders will not be accepted after the closing date. Advertising in preferred positions and covers is not cancellable.

## Digital and Online Expansion

*Bus Tours Magazine* has offered a digital edition since 2003. In subsequent years our Website at [www.BusToursMagazine.com](http://www.BusToursMagazine.com) has expanded with regional sections, a Supplier Directory and other information to meet the needs of visitors seeking bus tour information. We are proud of the fact that our Web visits and numbers are continually growing. Here are some current statistics:

- [www.BusToursMagazine.com](http://www.BusToursMagazine.com) gets an average of more than 1,800 Website visits weekly. Each visitor averages three editorial reads and averages an 11-minute session.
- Digital editions of *Bus Tours Magazine* average 12,000 visitors per issue, typically from 10 different countries. The average reader has a 17:31 minute read time although some may have more than one visit session.
- Many of the online visitors sign up to receive information on posting the digital edition, posting the digital newsletter and joining our lists.