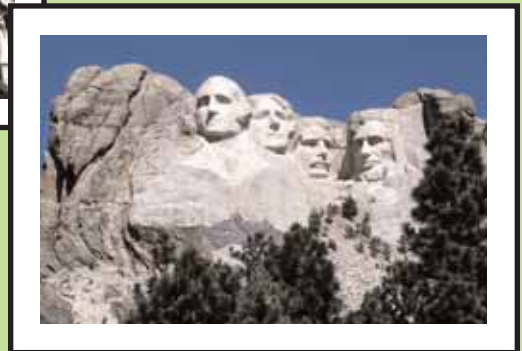
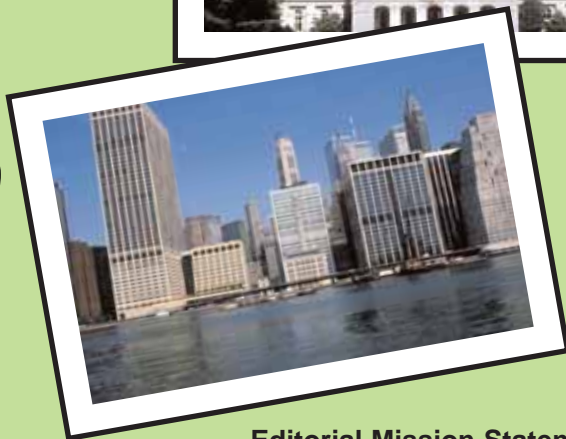


# 2010/11 Media Kit

Issued March 20, 2010 • Revised July 19, 2010

*Rates Effective March 15, 2008*

## Bus Tours Magazine



### Editorial Mission Statement for Bus Tours Magazine

*Bus Tours Magazine* strives to provide individuals in the bus and group tour industry with timely, detailed information on quality locations for the purpose of designing and executing successful, entertaining and marketable tours. Because of our extensive past industry experience, editorial in *Bus Tours Magazine* provides specialized information that is highly valuable to bus and group tour planners, escorts, operators and others, making it unique in the bus and group tour industry.

## Bus Tours Magazine

The magazine of bus tours and long distance charters

Founded in 1979

9698 W. Judson Road • Polo, Illinois 61064

Phone: 815.946.2341 • Fax: 815.946.2347

### Web Site:

<http://www.bustoursmagazine.com>

*Visit our Web Site for advertising information, subscription information, and downloadable copies of Bus Tours Magazine*

## Value Added Information

### Guaranteed Editorial

Commit to three or more 1/3-page or larger four-color insertions and receive editorial.

### Lowest Rates

*Bus Tours Magazine* has the lowest four-color advertising rates in the bus and group tour industry. You can save as much as 50% when compared to association membership magazines. This allows our advertisers to invest their marketing dollars more wisely on larger, more colorful ads or more repetitive advertising.

### Information Station

Advertisers placing three or more insertions of 1/3-page or larger are invited to submit their information for our "Information Station" section on our [BusToursMagazine.com](http://BusToursMagazine.com) Web site. Available 24/7, "Information Station" lets tour planners know the benefits of visiting your location and provides important information required by bus tour planners.

### Web Links

Current display advertisers are listed on the Web links page of the *Bus Tours Magazine* Web site which is at [www.bustourismagazine.com](http://www.bustourismagazine.com). Hence, visitors to the Web site can simply click on the appropriate link to go to your Web site.

### Circulation

Founded in 1979, *Bus Tours Magazine* is the oldest independent magazine in the bus and group tour market. From the beginning, the goal of *Bus Tours Magazine* has been to reach bus and group tour planners in the United States and Canada. This not only includes the big tour planners but also smaller tour planners who are not members of the national associations, group leaders, and private

tour planners who develop tours for employees, bank customers, and specific groups. There is no membership fee for *Bus Tours Magazine* – subscriptions are provided at no charge to qualified bus and group tour planners.

The result is that *Bus Tours Magazine* provides in-depth regional coverage as well as national coverage at the same low price.

### Bi-Monthly Guides

Every issue of *Bus Tours Magazine* features guide articles on an assortment of subjects from A to Z. Each issue also provides special guide sections for Gaming, Dining and Lodging . . . the places most popular with bus and group tours.

### Advertiser's Index

All display advertisers will be listed in our "Advertiser's Index" in each issue. This listing allows readers to become acquainted with advertisers and find their location within the magazine.

### Bonus Circulation

An electronic version of *Bus Tours Magazine*, which includes your advertising, is provided for download on the [BusToursMagazine.com](http://BusToursMagazine.com) Web site and is available 24/7 for free download.

### Reader Service Card

All display advertisers will be listed in our Reader Service Card. Names and contact information on readers who respond will be sent to advertisers.

## Bus Tours Magazine

9698 W. Judson Road • Polo, Illinois 61064

Phone: 815.946.2341 • Fax: 815.946.2347

**Editorial:** [btm@busmag.com](mailto:btm@busmag.com)

Please visit our Web site at [www.bustourismagazine.com](http://www.bustourismagazine.com)  
for a list of advertising representatives

## Rate Card #17 • General Advertising Rates Effective 03/15/08

| Rates are in US Dollars | B & W   | B & W   | B & W   | 4-Color | 4-Color | 4-Color |
|-------------------------|---------|---------|---------|---------|---------|---------|
| Size                    | 1x      | 3x      | 6x      | 1X      | 3X      | 6X      |
| Full Page               | \$2,200 | \$1,900 | \$1,600 | \$3,300 | \$2,600 | \$2,200 |
| 2/3 Page                | 1,680   | 1,440   | 1,200   | 2,600   | 2,040   | 1,720   |
| 1/2 Island or vertical  | 1,680   | 1,440   | 1,200   | 2,600   | 2,040   | 1,720   |
| 1/2 Page horizontal     | 1,280   | 1,100   | 920     | 2,100   | 1,680   | 1,440   |
| 1/3 Page                | 860     | 740     | 620     | 1,600   | 1,320   | 1,160   |
| 1/4 Page                | 650     | 560     | 470     | 1,350   | 1,140   | 1,020   |
| 1/6 Page                | 440     | 380     | 320     | 1,100   | 960     | 880     |
| 1/12 Page               | 220     | 190     | 160     | 850     | 780     | 740     |
| Spread                  | 3,700   | 3,220   | 2,740   | 5,000   | 3,880   | 3,240   |

### Two Color Rates

|  |       |
|--|-------|
| Black plus one color (standard) per page | \$700 |
| Black plus one color PMS per page        | \$800 |

- Standard color is one color, publisher's choice.
- Extra charges apply for Day-Glo and metallic inks.

### Covers and Preferred Positions

| Charges per insertion<br>(4 color only) | 3x      | 6x      |
|---|---------|---------|
| Fourth Cover (outside back)             | \$3,300 | \$2,600 |
| Second Cover (inside front)             | 3,200   | 2,500   |
| Third Cover (inside back)               | 3,100   | 2,400   |
| Preferred Position                      | 15%     | 15%     |

- Covers and premium positions are non-cancelable.
- Special positions are available on a first-come, first served basis.

### Issuance and Closing Dates

| Issue             | Space Due    | Material Due |
|-------------------|--------------|--------------|
| January/February  | November 30  | December 7   |
| March/April       | January 31   | February 7   |
| May/June          | March 31     | April 7      |
| July/August       | May 31       | June 7       |
| September/October | July 31      | August 7     |
| November/December | September 30 | October 7    |

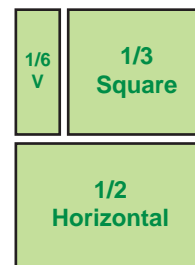
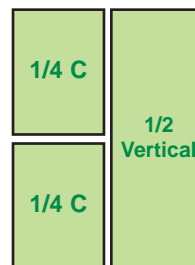
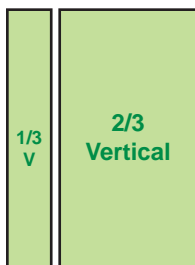
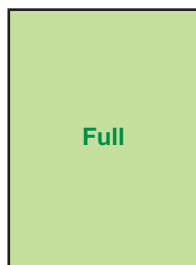
### Mechanical Specifications

| Space Units<br>(in inches) | Width | Depth |
|----------------------------|-------|-------|
| Spread bleed               | 17½   | 11¼   |
| Full page bleed            | 8¾    | 11¼   |
| Full page non-bleed *      | 7½    | 10    |
| 2/3 page                   | 4¾    | 10    |
| 1/2 page island            | 4¾    | 7½    |
| 1/2 page vertical          | 3½    | 10    |
| 1/2 page horizontal        | 7½    | 4¾    |
| 1/3 page vertical          | 2¾    | 10    |
| 1/3 page square            | 4¾    | 4¾    |
| 1/4 page vertical          | 2¾    | 7½    |
| 1/4 page conventional      | 3½    | 4¾    |
| 1/6 page vertical          | 2¾    | 4¾    |
| 1/6 page horizontal        | 4¾    | 2¾    |
| 1/12 page                  | 2¾    | 2¾    |

\* Must be on a 8½ x 11 document layout

### Production Requirements

**Printing:** Sheet fed offset  
**Trim Size:** 8½" x 11". Three 14-pica columns per page.  
**Screens:** 133 line screen is preferred.  
**Live Material:** Keep at least ¾" from trim.  
**Four Color Process:** Use SWOP standards for materials and ink. Ink rotation is: red, yellow, blue, black. Limit four-color coverage to 280%. A resolution of 300 dpi is preferred.  
**Setting Insertion of Key Numbers:** Extra charges are applicable and publisher will not assume liability for key numbers.



## General Advertising Information

### Circulation and Market

BUS TOURS MAGAZINE offers concentrated circulation and distribution to individuals and firms that plan and arrange motorcoach tours and long distance motorcoach charters in the United States and Canada.

### Acceptance of Advertising

Publisher reserves the right to reject an advertisement at any time. Publication shall be considered to be acceptance of an advertisement. Advertising which is considered detrimental to the bus tour industry or contrary to policies of BUS TOURS MAGAZINE is not acceptable.

### 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 is not cancelable.

### Rebate and Short Rates

Advertisers will be rebated if, within a 12-month period from the date of their 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 their first insertion, they have not used the amount of space upon which their billing has been based.

### Terms

Net, 30 days, 2% cash in advance discount for payment received with the space reservation or insertion order. Service charge of 1-1/2% per month added on outstanding invoices. All rates payable in U.S. dollars or equivalent at current rates of exchange.

### 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.

### Typesetting and Design Service

Typesetting and design service is available at \$60 per hour, minimum \$60. Submit sketch, logos, layout, and typewritten copy. Photos should be submitted in high resolution in Jpeg or Tiff format.

### Acceptable Printing Materials

- 1) Advertising submissions should be in digital format. We are able to accept ads on CD ROM or Zip disk.
- 2) Press Optimized PDF, Tiff, or Jpeg in CMYK.
- 3) Scanned material should be high resolution (300 dpi or more).
- 4) Negatives can be converted to digital for an additional charge.

Send materials to: BUS TOURS MAGAZINE, 9698 W. Judson Road Polo, IL 61064

**Additional charge** (minimum \$25) for art and photographs screened by the publisher. No extra charge for bleeds on full page or half page ads. In the absence of specific instructions, publisher will repeat previous ad.

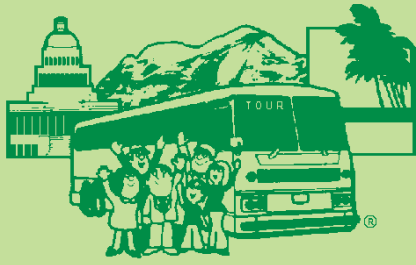
**Editorial Photos** Digital photos submitted for use in articles, columns and other editorial should be in Tiff or Jpeg format and at least 1,500 pixels wide.

### Bus Tours' Planner's Guide

This section provides 214" x 114" listings from tour promotion agencies, hotels, motels, restaurants and attractions that wish to provide their services to the bus tour industry. Listings are printed in zip code order to facilitate review by bus tour planners. Space is provided for approximately five lines of personalized type plus a location, address, phone number and contact name. Applicable rates are: \$80 per insertion, \$70 for three or more insertions, and \$60 for six or more insertions. This advertising is not commissionable. Advertising in this section should be sent directly to the publisher.

### Cover Photos

BUS TOURS MAGAZINE is always looking for suitable photos for covers and encourages photographic submissions. Digital photos submitted for possible covers should be vertical format, at least 2,700 pixels wide and at least 3,450 pixels high. Composition should allow for the magazine name at the top and content lines at the bottom. Please supply information or required credit on the photo.



# Bus Tours Magazine

Serving bus and group tour planners since 1979

## 2010/11 Editorial Calendar

*Subject to Change*

### July/August 2010

Theme: **Route 66 States**

Guide: **Experiential Tours/Railroads**

Guide: **Ag/Factory/Off the Beaten Path**

Special: **Washington, D.C./Maryland**

Special: **Virginia**

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: Editorial: 04/15/10 - Insertion: 05/31/10 - Material: 06/07/10

### September/October 2010

Theme: **Eastern Mountain Destinations**

Guide: **Shopping/Outlet Malls**

Guide: **Resorts (gaming and non-gaming)**

Guide: **Cruises and Riverboats**

Special: **Lake Michigan**

Special: **Gold Rush Towns/Attractions**

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

Deadlines: Editorial: 06/15/10 - Insertion: 07/31/10 - Material: 08/07/10

### November/December 2010

Theme: **Plains and Desert Locations**

Guide: **Arts and Entertainment/CVBs**

Guide: **Casinos and Racetracks**

Special: **The Deep South**

Special: **New York State**

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

Deadlines: Editorial: 08/15/10 - Insertion : 9/28/10 - Material: 10/05/10

### January/February 2011

Theme: **River Cities**

Guide: **Autumn/Fall Foliage/Seasonal Tours**

Guide: **Gaming**

Special: **Cajun Country**

Special: **Rocky Mountains**

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: Editorial: 10/15/10 - Insertion: 11/30/10 - Material: 12/07/10

### March/April 2011

Theme: **Dixieland**

Guide: **Railroads**

Guide: **Ag and Specialty Tours**

Special: **Midwest Maritime**

Special: **Sample New England**

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: Editorial: 12/15/10 - Insertion: 01/31/11 - Material: 02/07/11

### May/June 2011

Theme: **Ohio River Valley**

Guide: **Cruises and Riverboats**

Guide: **Niche and Religious Tours**

Special: **College Towns**

Special: **Utah, Arizona, New Mexico, Colorado**

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

Deadlines: Editorial: 02/14/11 - Insertion: 03/30/11 - Material: 04/06/11

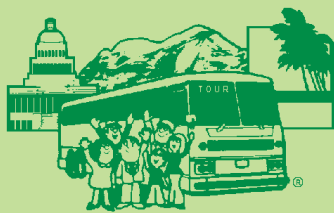
## Bus Tours Magazine

9698 W. Judson Road • Polo, Illinois 61064

Phone: 815.946.2341 • Fax: 815.946.2347

Editorial: [btm@busmag.com](mailto:btm@busmag.com)

Please visit our Web site at [www.bustoursmagazine.com](http://www.bustoursmagazine.com)  
for a list of advertising representatives



# Bus Tours Magazine

## Advertising File Submission Guidelines

Guidelines for submitting advertising files to *Bus Tours Magazine* are the same as for most other magazines. The following guidelines will give your ad the best appearance in print.

**How to Send** – Advertising files can be attached to an e-mail, sent via mail or delivery service to: *Bus Tours Magazine*, 9698 W. Judson Road, Polo, Illinois 61064; or we have a simple FTP site available on request. Advertising files sent via mail or delivery service can be on CD, DVD, or ZIP disc. It is always a good idea to include a printed proof with your advertising file so we can verify that it looks the way you want it to.

**Acceptable Formats** – Preferred formats for advertising are: Press Optimized PDF, Tiff and Jpeg. Please do not submit advertising in native files such as QuarkXPress, In Design, or Word.

**Layers** – Layers, particularly in PDF files can pose a problem if they are interpreted differently by various versions of different programs. It is recommended that layers be flattened prior to making your PDF file. This not only reduces the file size but also eliminates problems with layers.

**CMYK and RGB** – RGB, a subtractive system, is used on the internet and computers. CMYK, an additive system, is used in general printing and on office color printers. Advertising files for print advertising should be submitted in CMYK format including all elements within the ad file. The most typical problem we find with submitted ads are that they may be submitted in CMYK format but certain elements within the ad file (logos or photos) are actually RGB. Please ask your graphics person to check your components prior to assembling your advertising file.

**Resolution** – Most computers and Web sites use a resolution (dpi) of 72. Like many commercial printers, we use a resolution (dpi) of 300. Please make sure that your advertising file and all of its elements are “high res” and preferably a resolution or dpi of 300. The second-most typical problem with submitted ads is that they are “low res” or contain “low res” elements. This substantially reduces their printing quality.

**Ink Coverage** – Printing presses cannot handle high ink coverage. Four-color printing requires four printing plates, each of which can print from 0% to 100% coverage. The maximum coverage of all colors combined is 280% and we would prefer holding to about 250%. This normally is not a problem with photographs. Where it often becomes a problem is where graphic artists overlay several colors to create a rich black. If you do this, please limit the total coverage to no more than 280%.

If you have questions on any of the above guidelines, please contact your *Bus Tours Magazine* Account Executive and we will have someone from our staff respond to you by phone or e-mail to answer your questions.