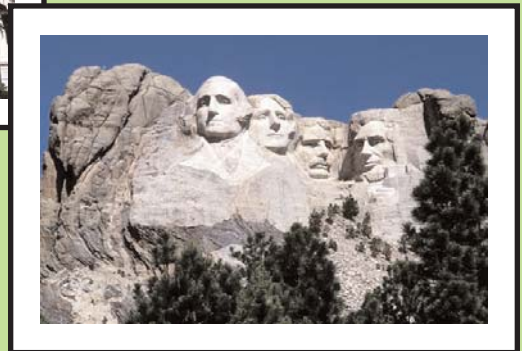
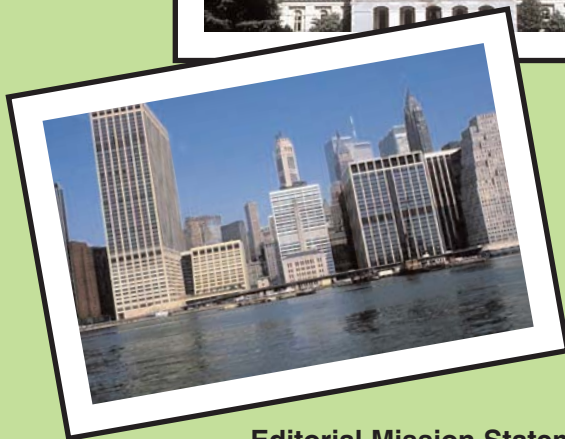


# 2011 Media Kit

Issued April 05, 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.bustourismagazine.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>B &amp; W</b>	<b>B &amp; W</b>	<b>B &amp; W</b>	<b>4-Color</b>	<b>4-Color</b>	<b>4-Color</b>
<b>Size</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>
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

<b>Charges per insertion</b> (4 color only)	<b>3x</b>	<b>6x</b>
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

<b>Issue</b>	<b>Space Due</b>	<b>Material Due</b>
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

<b>Space Units</b> (in inches)	<b>Width</b>	<b>Depth</b>
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

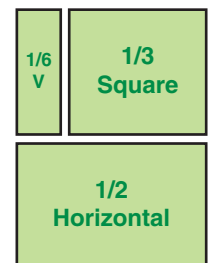
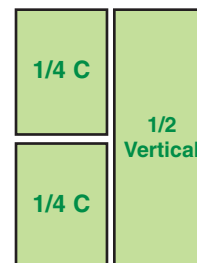
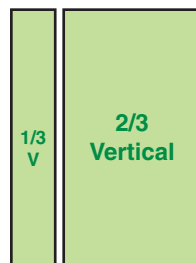
**Trim Size:** 8½" x 11". Three 14-pica columns per page.

**Screens:** 133 line screen is preferred.

**Live Material:** Keep at least ⅜" 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.

### 15% Agency Commission

15% commission on display advertising to recognized advertising agencies who perform all agency services, including submission of insertion order and acceptable digital advertisement file, and when payment is made within 30 days. No agency commission is allowed on past due invoices. In the event of non-payment, publisher will hold advertiser and its advertising agency jointly and severally liable.

### 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.

### 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.

### 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.

### 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.

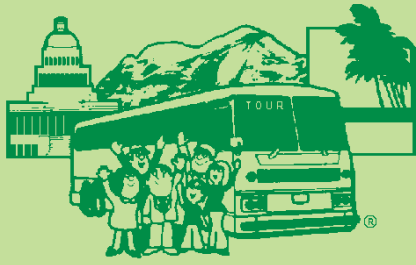
Send materials to: BUS TOURS MAGAZINE, 9698 W. Judson Road Polo, IL 61064

**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 2 1/4" x 1 1/4" 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.



# Bus Tours Magazine

Serving bus and group tour planners since 1979

## 2011 Editorial Calendar

*Subject to Change*

### 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

### July/August 2011

Theme: **Mexican Border/Gulf of Mexico States**

Guide: **Historic/Heritage Tours**

Guide: **Gaming**

Special: **Presidential Pathways**

Special: **Pacific Northwest and Alaska**

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: 04/15/11 - Insertion: 05/31/11 - Material: 06/07/11

### September/October 2011

Theme: **Northern Delights**

Guide: **Student Tours/Active Adventures**

Guide: **Shopping**

Special: **Canada**

Special: **Southern Civil War Historic Places**

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: 06/15/11 - Insertion: 07/31/11 - Material: 08/07/11

### November/December 2011

Theme: **Central and Southeastern States**

Guide: **Rail and Sail**

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

Special: **Industrial Cities**

Special: **Western Wonders**

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

Deadlines: Editorial: 08/15/11 - Insertion : 9/28/11 - Material: 10/05/11

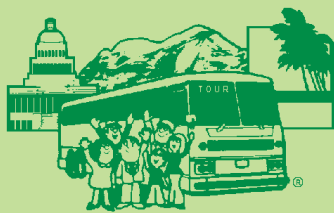
## Bus Tours Magazine

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.