

### COLOR RATES

Ad Size	20-Time	10-Time	6-Time	1-Time
1 Pg	\$5,825	\$6,220	\$6,550	\$7,050
2/3 Pg	4,720	4,875	5,085	5,450
1/2 Pg Isl.	4,165	4,275	4,780	4,855
1/2 Pg	3,925	4,115	4,350	4,595
1/3 Pg	3,130	3,260	3,490	3,740
1/4 Pg	2,625	2,698	2,860	2,995

### BLACK & WHITE RATES

Ad Size	20-Time	10-Time	6-Time	1-Time
1 Pg	4,780	4,920	5,310	5,810
2/3 Pg	3,475	3,635	3,850	4,205
1/2 Pg Isl.	2,920	3,030	3,530	3,730
1/2 Pg	2,675	2,875	2,110	3,360
1/3 Pg	1,930	2,120	2,240	2,500
1/4 Pg	1,390	1,990	1,625	1,650

### 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 in the fall and earns a 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: — 15% of B&W page rate

Cover 3: — 10%

Cover 4: — 20%

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

### INSERTS

Furnished complete by advertisers and not requiring back-up, two-page insert (one sheet, printed both sides) at black and white spread rates. First additional page at 75% black and white rate, thereafter at 50% black and white 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 black and white 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.

### DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: [www.metro-magazine.com/advertise](http://www.metro-magazine.com/advertise). All ad materials and production questions can be addressed to: METRO Magazine

Mary Reimer – Production Manager  
3520 Challenger Street, Torrance, CA 90503  
PH: (310) 533-2517 • Fax: (310) 533-2501  
Email: [mary.reimer@bobit.com](mailto:mary.reimer@bobit.com)

### DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

AD PORTAL (SEND MY AD): PDF ONLY.  
AD PORTAL CANNOT ACCEPT COMPRESSED FILES.

Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

New advertisers, click link <https://bbm.sendmyad.com> and create an account. Existing advertisers, log-in and follow upload instructions.

If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

### 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) Space unit

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

#### (b) 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 September/October and Annual Fact Book, which are perfect bound. Allow 1/8" for head trim.

#### (c) Bleed

Full page or less.....\$200  
Note: no charge for bleed on four-color ads; no charge for gutter bleed on full-page spread ads.

#### (d) Bleed Size

Single-page bleed.....8-1/8" x 11"  
Spread bleed.....16-1/4" x 11"  
Vital parts of copy and layout should be kept at least 1/4" distance from the gutter and top, outside and bottom edges.

### CLASSIFIED AD RATES

	1-Time	6-Time	10-Time
Per column inch.....	\$150	\$125	\$110

Pre-payment is required. Rates are non-commissionable. VISA, MC and AMEX are accepted. **Contact: e-mail [classifieds@bobit.com](mailto:classifieds@bobit.com).** Ask about our Website package.

### 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.

### CLOSING DATES

Published 10 times annually: January, February, April, May, June, July, August, September and November. Fact Book is published annually in Fourth Quarter.

### 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 US 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.

## 2011 Rate Card & Editorial Calendar

METRO Magazine

### Contact Information

**Frank Di Giacomo, Publisher**

49 S. Maple Ave. • Marlton, NJ 08053  
(856) 596-0999 • Fax: (856) 596-0168  
[frank.digiacomo@bobit.com](mailto:frank.digiacomo@bobit.com)

**Mark Hollenbeck, Associate Publisher**

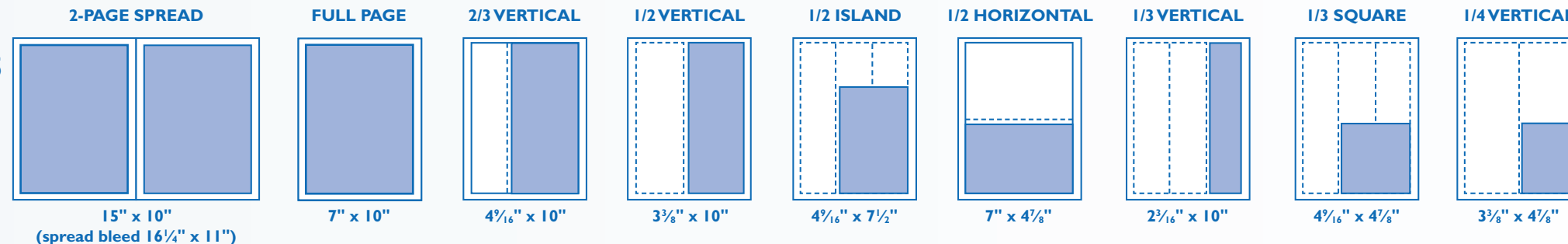
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(503) 472-8200 • (503) 472-8228  
[mark.hollenbeck@bobit.com](mailto:mark.hollenbeck@bobit.com)

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[www.metro-magazine.com](http://www.metro-magazine.com)

### ADVERTISEMENT CONFIGURATIONS & DIMENSIONS



ISSUE	JANUARY	FEB/MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT/OCT	FACT BOOK	NOV/DEC
<b>BUSTRANSIT</b>	<ul style="list-style-type: none"> <li>Revenue Generation</li> </ul>	<ul style="list-style-type: none"> <li>Small Agency Profiles</li> </ul>	<ul style="list-style-type: none"> <li>BRT Projects</li> </ul>	<ul style="list-style-type: none"> <li>Targeted Services</li> <li>Paratransit</li> <li>Spec'ing Buses</li> </ul>	<ul style="list-style-type: none"> <li>Operational Efficiencies</li> </ul>	<ul style="list-style-type: none"> <li>Contractor Services</li> </ul>	<ul style="list-style-type: none"> <li>Paratransit Survey</li> </ul>	<ul style="list-style-type: none"> <li>Top 200 Transit Bus Fleets</li> </ul>	<ul style="list-style-type: none"> <li>Bus Manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>University Transit Systems</li> </ul>
<b>RAIL TRANSIT</b>	<ul style="list-style-type: none"> <li>Light Rail</li> </ul>	<ul style="list-style-type: none"> <li>National Rail Plan Update</li> </ul>	<ul style="list-style-type: none"> <li>Streetcars</li> </ul>	<ul style="list-style-type: none"> <li>Rail System Profile</li> </ul>	<ul style="list-style-type: none"> <li>Top Rail Projects</li> <li>Rail Supplier Services</li> </ul>	<ul style="list-style-type: none"> <li>Rail Safety</li> </ul>	<ul style="list-style-type: none"> <li>Public-Private Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>High-Speed Rail</li> </ul>	<ul style="list-style-type: none"> <li>Railcar Manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>Project Updates</li> </ul>
<b>MOTORCOACH</b>	<ul style="list-style-type: none"> <li>Top 50 Motorcoach Operators</li> <li>Innovative Operators</li> </ul>	<ul style="list-style-type: none"> <li>UMA Expo Report</li> <li>Operator of the Year</li> </ul>	<ul style="list-style-type: none"> <li>Seatbelt Installation</li> </ul>	<ul style="list-style-type: none"> <li>Legislative Update</li> </ul>	<ul style="list-style-type: none"> <li>Financing</li> </ul>	<ul style="list-style-type: none"> <li>Luxury Coach Services</li> </ul>	<ul style="list-style-type: none"> <li>School Contracts</li> </ul>	<ul style="list-style-type: none"> <li>Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>Coach Manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>Motorcoach Technology</li> </ul>
<b>SPECIAL REPORT</b>	<ul style="list-style-type: none"> <li>Bus Management Supplement</li> <li>BusCon Coverage</li> </ul>	<ul style="list-style-type: none"> <li>Transit Legislation</li> <li>Mobile Transit Apps</li> <li>Fare Collection</li> </ul>	<ul style="list-style-type: none"> <li>Green Fleets</li> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance Survey</li> <li>Top Shops</li> </ul>	<ul style="list-style-type: none"> <li>Rail Technology Showcase</li> <li>Rail Contractors</li> <li>Buy America</li> </ul>	<ul style="list-style-type: none"> <li>Consultant Roundtable</li> <li>Top Consultant Projects</li> </ul>	<ul style="list-style-type: none"> <li>Bus Management Supp.</li> <li>BusCon Preview</li> <li>Shuttle Service Profile</li> </ul>	<ul style="list-style-type: none"> <li>25 Fascinating Personalities</li> <li>GM Survey</li> <li>Women in Transit</li> </ul>	<ul style="list-style-type: none"> <li>Consultants and Contractors</li> </ul>	<ul style="list-style-type: none"> <li>APTA EXPO Coverage</li> </ul>
<b>EQUIPMENT</b>	<ul style="list-style-type: none"> <li>Flooring</li> </ul>	<ul style="list-style-type: none"> <li>Telematics/ New Technology</li> </ul>	<ul style="list-style-type: none"> <li>Seating</li> </ul>	<ul style="list-style-type: none"> <li>Bus Showcase</li> </ul>	<ul style="list-style-type: none"> <li>Signaling</li> </ul>	<ul style="list-style-type: none"> <li>Tires, Batteries and Accessories</li> </ul>	<ul style="list-style-type: none"> <li>APTA Exhibitor Showcase</li> </ul>	<ul style="list-style-type: none"> <li>APTA Exhibitor Spotlight</li> </ul>	<ul style="list-style-type: none"> <li>Supplier Listings</li> </ul>	<ul style="list-style-type: none"> <li>Vehicle Washing</li> </ul>
<b>SPACE RESERVATION</b>	12/3/10	1/18/11	2/15/11	3/18/11	4/14/11	5/17/11	7/12/11	8/23/11	9/23/11	10/21/11
<b>MATERIALS DUE</b>	12/6/10	1/25/11	2/23/11	3/25/11	4/21/11	5/24/11	7/19/11	8/30/11	9/30/11	10/28/11
<b>BONUS DISTRIBUTION</b>	<p><b>ABA Marketplace,</b> Jan. 8-12, Philadelphia</p> <p><b>UMA EXPO,</b> Jan. 19-23, Tampa, Fla.</p> <p><b>Trailways,</b> Feb 28 - March 2, Scottsdale, Ariz.</p>	<p><b>APTA TransiTech,</b> March 29-31, Miami</p> <p><b>APTA Legislative,</b> March 13-16, Washington, D.C.</p> <p><b>APTA Fare Collection,</b> March 28-30, Miami</p>		<p><b>APTA Bus and Paratransit,</b> May 22-25, Memphis, Tenn.</p> <p><b>CUTA Annual,</b> May 28 - June 1, Regina, Saskatchewan</p> <p><b>CTAA Expo,</b> June 5-10, Indianapolis</p>	<p><b>APTA Rail Transit,</b> June 12-16, Boston</p>	<p><b>APTA Sustainability,</b> July 31 - Aug. 2, Los Angeles</p>	<p><b>BusCon,</b> Sept. 13-14, Chicago</p> <p><b>RSSI,</b> Sept. 18-20, Minneapolis</p>	<p><b>APTA Expo &amp; Annual Meeting,</b> Oct. 3-5, New Orleans</p>	<p><b>RailVolution,</b> Nov. 9-12, Washington, D.C.</p> <p><b>CUTA Trans Expo,</b> Nov. 5-9, Toronto, Ontario</p>	