

Since 1956, SCHOOL BUS FLEET has been the **clear choice** of operators and school bus fleet managers, offering award-winning content to readers and exceptional ROI for advertisers.

### SCHOOL BUS FLEET IS THE CIRCULATION LEADER

- At 24,000 subscribers and a pass-along rate of 4.2 people per issue, SBF has a reach of more than 100,000 industry professionals.\*
- We have 7,528 more direct request subscribers (that's 48% more) than our closest competitor.[1]
- Our subscribers take action: 94% of our subscribers are involved in the final purchasing decision of bus-related products.\*
- 8.7 times as many people say they find SBF to be the most useful industry publication compared with the nearest competitor.\*
- SBF reaches 827 more bus operators than its closest competitor. [2]



**WE SET THE STANDARD FOR EDITORIAL EXCELLENCE**  
SCHOOL BUS FLEET has been a finalist for Best Special Interest Trade Publication from the Western Publishers Association more than a dozen times

**OUR WEBSITE USERS ARE ACTIVE AND ENGAGED**  
Every month, 32,000 unique visitors come to our website amounting to 184,000 pageviews a month.\*\*

**ADVERTISERS GET RETURN ON INVESTMENT**  
Our FreeInfo program, as well as buyers' guides, directories, and brand recognition studies ensure you're getting more than just an ad campaign.

**INDUSTRY LEADERSHIP IS OUR COMMITMENT**  
The staff of SBF is active in the industry, sitting on key boards, attending every major tradeshow, working with associations, and visiting our readers regularly.

### CONTACT

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[1] Circulation data from the School Bus Fleet and School Transportation News June 2011 BPA Circulation Statements

[2] Circulation data from School Bus Fleet and School Transportation News June 2011 BPA Circulation Statements. Bus operators include: Public Schools, Private Schools, Contractor Companies, Child Care Providers, and Head Start Agencies.

\* Publisher's own data, 2010 readership survey

\*\*Google Analytics, 9/2011

**SCHOOL BUS FLEET** has the largest direct-request audience\*\* of any publication specifically serving the school bus fleet market. Our audience is active, loyal, and engaged.

### OUR SUBSCRIBERS ARE LOYAL

- 100,000+ industry professionals see each issue (80% of our subscribers say they share their copy of SBF, with an average of 4.2 people per issue).\*
- 8.7 times as many people find SBF to be the **most useful industry publication** compared with the nearest competitor.\*
- 96% of our subscribers read at least 3 out of 4 issues.\*
- SBF reaches 827 **more bus operators** than its closest competitor.\*\*[1]
- SBF has 7,528 more direct-request subscribers than any other related publication.\*\*
- SBF ads are likely to be seen by **8,000 more subscribers** than its closest competitor. \*
- Our circulation includes the **highest percentage** of individuals with name and title, as well as the **highest number** of direct requests for the magazine.\*\*

### OUR SUBSCRIBERS TAKE ACTION\*

- After seeing an ad or reading an article in SBF, 82% discussed it with a colleague
- 69% visited an advertiser's website
- 49% bought products or services

### OUR SUBSCRIBERS ARE BUYERS\*

- 94% of our subscribers recommend, influence, specify or make the final purchasing decisions.
- 90% of SBF subscribers anticipate making a bus purchase within 24 months.

### OUR PRINT AUDIENCE IS HIGH QUALITY\*\*[2]

SBF has the most school administration, transportation, operation, and maintenance officials, ensuring your ad message reaches the entire buying chain.

WHICH MAGAZINE IS THE BEST SOURCE OF INFORMATION ON THE FOLLOWING TOPICS?	SCHOOL BUS FLEET MAGAZINE
New product information	84.3%
Information on what's new from manufacturers	81.6%
Market trends	80.4%
New technologies	76.6%
Industry news	75.7%
Technical information	73.4%

In a recent survey conducted among readers of multiple publications related to school bus fleet management, respondents rated SBF as the single most useful publication for news and information on the above topics.

\* Publisher's own data, 2010 Readership Survey

\*\* Circulation data from the School Bus Fleet TQ: 24,000; School Transportation News TQ: 24,037 June 2011 BPA Circulation Statements

[1] Bus operators include: Public Schools, Private Schools, Contractor Companies, Child Care providers and Head Start Agencies.

[2] School Bus Fleet categories: School Superintendent/Administrator, School Board Member, Transportation Director/Manager/Supervisor, Maintenance/Operations Manager/Supervisor, Driver Trainer, Executive/Other Manager; School Transportation News categories: Transportation Supervisor & Director, Supp/Prin/School Bus Official, School Board Member, Financial Director, Purchasing Agent, Head Start Director, Driver Trainer, Dispatcher, Driver, Fleet Manager & Sup of Transportation Equipment, President/CEO, Owner/Manager, Other Management, Sales & Marketing

**SCHOOL BUS FLEET** is the #1 source of information for school bus fleet management. Since its launch in 1956, the magazine has been the industry's primary source of news, features, reference information, and industry benchmarking. Editorial material is timely, accurate, and drawn from the most knowledgeable sources in the industry.

Our magazine is devoted to helping our readers operate safe and cost-efficient fleets, as well as to expose the best practices of fleets across the country.

Our editors regularly visit with readers in person. We are committed to and actively engaged in the industry we proudly serve. Our editorial covers the spectrum: green fleets, special needs, maintenance, security, large and small buses, contractors, back to school issues, new product and equipment reviews, extreme weather, hiring strategies and employee management.

### ONLY IN SCHOOL BUS FLEET:



We are the official source of News and Views from the NAPT.

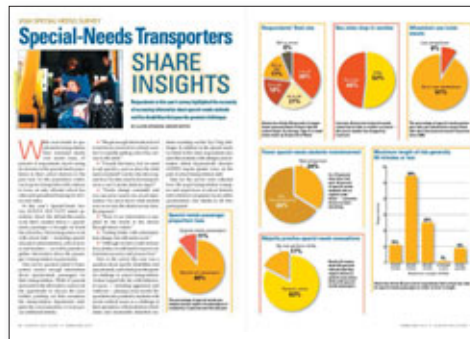
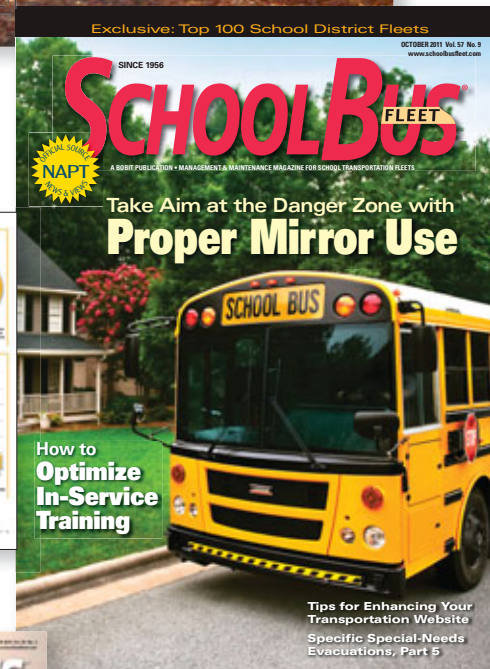
### We do regular exclusive research:

- Annual Great Fleets Across America
- Annual Special Needs Survey
- Annual Maintenance Survey
- SBF's Top 50 Contractor Fleets & Annual Contractor Survey
- Annual School District Survey
- SBF's Top 100 School District Fleets

We do an annual reader-submitted photo contest.

We have produced training and management tools for our industry that cover topics from improving driver recruiting and retention to railroad crossing safety.

Our editors stay connected with the industry through popular social networking sites like Facebook and LinkedIn, participating in dialogue that often leads to unique insights that fuels our editorial planning.





### PRINT + ONLINE PRESENCE = GREATER EXPOSURE TO POTENTIAL BUYERS

**SBF** averages more than **183,400 pageviews a month** on our industry-leading website. We average **31,933 unique visitors** to the site every month, and **49,549 visits**. Site traffic was up in 2011 17% over 2010.

Our goal for our website is to perform for you and show a return on your online advertising investment. We focus not only on the overall site performance, but on the **engagement** of our site users: How long do they spend on our site, how often do they visit, and how many pages do they view?

Among the nearly 32,000 monthly site visitors, we have 8,000 individuals who pay for premium access to our archived content, proving relevance and industry involvement.

Banner ads on our homepage are attention-getting and brand-building, as well as a cost-effective and simple way to add impact to and round out your print advertising campaign.

You can use a variety of formats in your banner ads, including static, Flash, expandable, and video.

Ask your sales representative for an up-to-the-moment site performance report and how our site metrics outperform industry averages. We offer both flat rates and CPM-based rates and will provide monthly performance reports for your campaign.



#### TOP LEADERBOARD

Size: 728X90 [40kb max file size]  
Rate: \$2,000/month

#### NEWS SPONSORSHIP

Size: 100X40 [logo recognition]  
10kb max file size  
Rate: \$500/month

#### WEB POLL SPONSORSHIP

Size: 100X40 [logo recognition]  
10kb max file size  
Rate: \$500/month

#### RH SQUARES (3 AVAILABLE)

Size: 300X250  
40kb max file size  
Rate: \$750/month [each]

#### LOWER LEADERBOARD

Size: 728X90 [40kb max file size]  
Rate: \$1,000/month

### E-NEWSLETTERS

SCHOOL BUS FLEET publishes two highly read e-newsletters: *SBF Newslines*, which covers news of importance to school bus fleet managers and operators with 11,600 subscribers, and *SBF Special Needs* with 6,700 subscribers.

*School Bus Fleet Newslines* is a twice-weekly e-newsletter that reaches 11,600 subscribers.

Our “net clickthrough rate” – which is the percentage of subscribers who click through to the website after opening the e-newsletter – is 34.1%, well above industry averages. That kind of open rate and clickthrough ensures your e-newsletter advertising is getting lots of impressions from interested readers.

We also produce the *SBF Special Needs* e-newsletter with a circulation of 6,700. Our open rate on *Special Needs* is 18.7% with a net clickthrough rate of 39.0%.



**UPPER LEADERBOARD**  
 Size: 728x90  
 40kb max file size  
 Rate: \$1,000/month

**TOP RIGHT SQUARE**  
 Size: 300x250  
 40kb max file size  
 Rate: \$1,500/month

**TEXT ADS**  
 Size: 468x60  
 Rate: \$1,500/month

**BANNER SPEEDBUMP**  
 Size: 468x60 [positions alternate between editorial]  
 40kb max file size  
 Rate: \$750/month

**UPPER LEADERBOARD**  
 Size: 728x90  
 40kb max file size  
 Rate: \$1,000/month





### TOPICAL CHANNEL ADVERTISING

SCHOOL BUS FLEET has 7 topical channels on our website. These channels are designed to help users find exactly what they're looking for in their specialty or area of interest, whether it's bus maintenance or managing a special needs program.

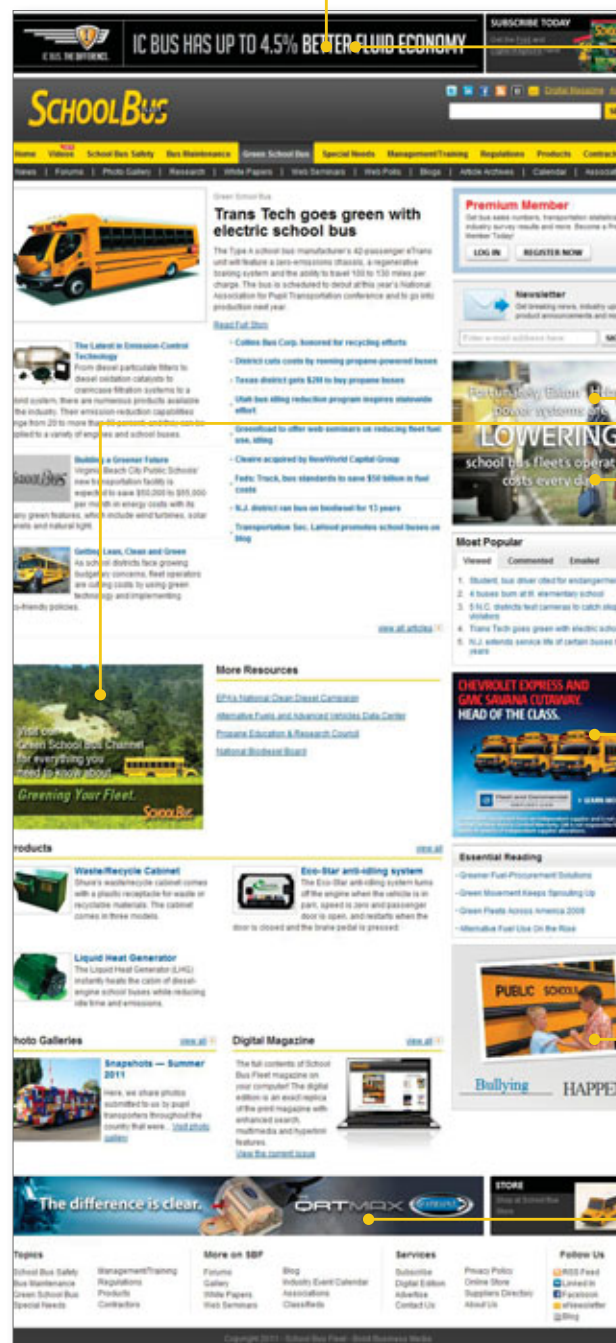
An advertiser can sponsor a channel exclusively, create an advertising roadblock (coordinating the material on the top leaderboard and top right square), or advertise on a high profile banner position.

#### CHANNELS CURRENTLY AVAILABLE:

- School Bus Safety
- Bus Maintenance
- Green School Bus
- Special Needs
- Management/Training
- Regulations
- Contractors

By advertising on a specific topical channel, you reach users most interested in your topic. "Contextual advertising" is proven to provide a more engaged, interactive, and desirable visitor. Our editors develop most of the content on the site, which includes not only news and features, but video and photo galleries. We welcome content submissions from marketers as well on topics of interest to our users.

We accept Flash ads, video ads, expandable, rich media. Talk to your salesperson directly about a program that works for you.



#### TOP LEADERBOARD

Size: 728X90  
40kb max file size  
Rate: \$1,000/month

#### ROADBLOCK

Size: 728X90 and 300X250  
40kb max file size [each]  
Rate: \$1,500/month

#### LEFT SQUARE

Size: 300x250  
40kb max file size  
Rate: \$750/month

#### RH SQUARES (3 AVAILABLE)

Size: 300x250  
40kb max file size  
Rate: \$750/month

#### LOWER LEADERBOARD

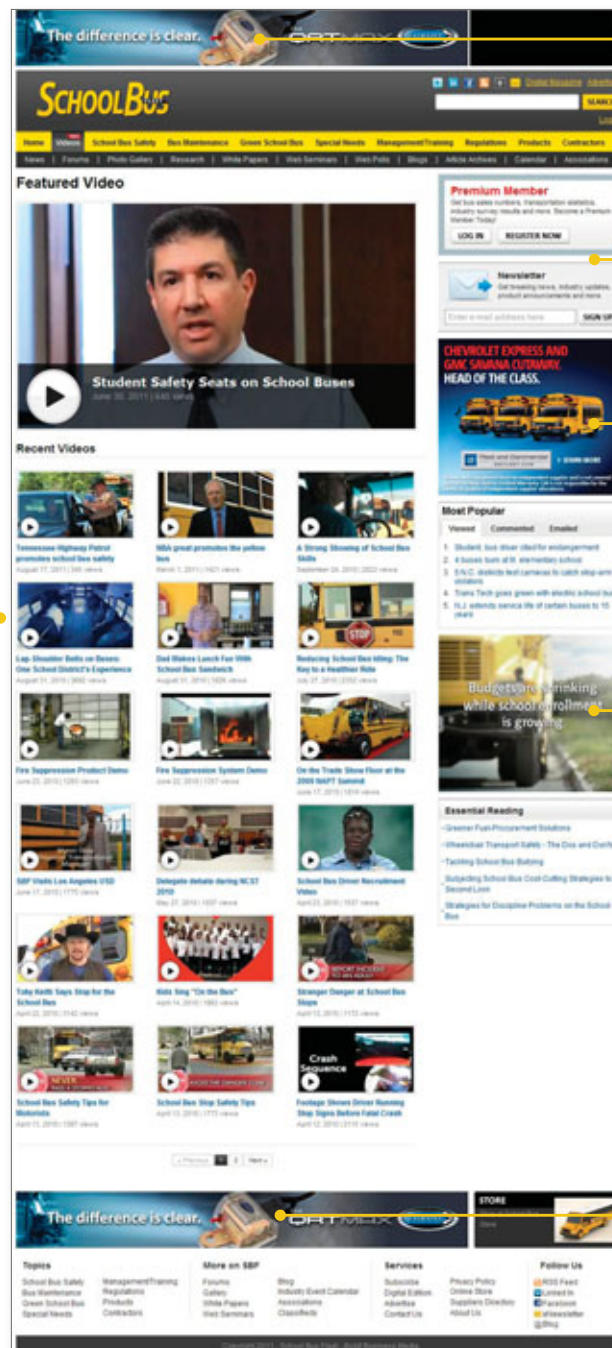
Size: 728x90  
40kb max file size  
\$500/month

### SBF VIDEO SECTION

There is simply nothing like a live demonstration to get a potential buyer's attention, and the popularity of our video section is proof of that.

We have 5 banner positions on our Video Section.

All videos are converted to a web-friendly format, uploaded by our web team, and housed on our own server. They are keyword-tagged for easy searchability so your potential users will find your video spot.



**TOP LEADERBOARD**  
 Size: 728X90  
 40kb max file size  
 Rate: \$1,000/month

**RH SQUARES (3 AVAILABLE)**  
 Size: 300X250  
 40kb max file size  
 Rate: \$500/month

**POSTING VIDEO**  
 \$500 for one-year posting

**LOWER LEADERBOARD**  
 Size: 728X90  
 40kb max file size  
 Rate: \$500/month



**VIDEO** Video provides an innovative way to present your brand, allowing you to literally demonstrate your products or services. A short, impactful video adds visual impact to your overall marketing campaign. You can run video in a banner position and you can run videos on our SBF Video Section (see page 7 for more information on the Video Section).



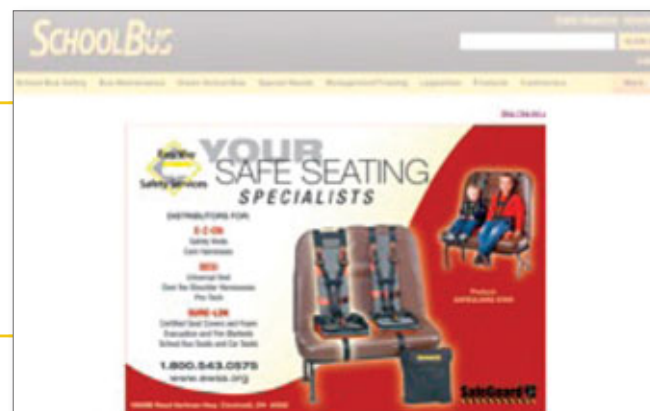
**RICH MEDIA** This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, page takeovers, backgrounds, cursor ads, and audio ads. These high-impact marketing vehicles can provide an exciting way of driving new customers to your products. Materials for rich media should be provided by the client. Rates depend on specific campaign and are CPM-based.



**PAGE PEEL** Starting as a page curl in the upper right corner of the home page, when moused over, the page peels down to present a 489X485 advertisement. This dramatic presentation is certain to bring attention to your brand and visitors to your website or campaign-specific landing pages. Rates are CPM-based.



**PRESTITIAL ADS** Imagine the results you will receive from a "full page" advertisement that is presented to the visitor before the visitor actually enters the website. This premium ad placement will bring your brand and product line to the attention of every web visitor. Rates are CPM-based.





We can assist with your e-mail marketing needs, **providing everything** from a simple list rental to a comprehensive, turnkey e-mail campaign.

Our e-mail promotional list of 16,200 e-mail subscribers is regularly "scrubbed" to ensure high deliverability for our advertisers.

We comply with all SPAM regulations and follow best practices for e-mail marketing. We maintain strict protocols for opt-out/opt-in subscribers to ensure that your message is delivered to someone who genuinely wants it.

We provide a post-deployment report with your unique and total open rates as well as total clickthrough rates, which can help you determine the success of your campaign. We can also do "split lists," where you can test different versions of your creative or copy. Depending on your specific needs, we may also be able to do geographic or title splits.

Rates are determined by campaign.

# MEDIA KIT 2012

In today's economy, brand recognition is only one step of a comprehensive ad/marketing campaign. You need sales leads to ensure return on investment. SBF has a variety of programs to help you generate sales leads.

**LANDING PAGES** Providing a landing page connected to your ad allows you to collect names as well as demographic data for future sales lead follow-up. We can create landing pages for you, house the data, and even provide targeted promotions.

**FREEINFO** Every ad in SBF – as well as every editorial mention and buyers guide listing – includes a FreeInfo number, which guides a reader to getting immediate information on products they've read about in SBF. Our FreeInfo reader response system gives you full accountability for how SBF performs for you. You will see not only how many direct sales leads we provide (those with a name and contact information), but how many users we drive to your website. FreeInfo numbers are in our print edition, digital edition, and in online editorial. Last year, we delivered more than 9,000 sales leads to our advertisers.



**WEBINARS** or web seminars, are a unique branding and lead-generation opportunity. They are a highly effective way to capture targeted, qualified sales leads that your own sales force can follow up on. We can work with your team on a turnkey webinar where we provide content, promotions, a moderator, and follow-up, or you can produce the webinar using our technology. We do all the promotions, demographics collection, and follow-up. We archive all webinars on our website in a dedicated section.



**WHITE PAPERS** Do you have a white paper, an in-depth "how to" story, or research that would benefit our audience of school bus fleet managers? Post your material in our online White Papers section and take advantage of our traffic-driving promotional tools and our ability to capture demographic information on potential buyers. White Paper sponsors receive sales leads from all users who downloaded their white papers.



For more information, spec sheets, and to view live samples, visit [mediakit.schoolbusfleet.com](http://mediakit.schoolbusfleet.com)

### DIGITAL EDITIONS

The digital edition of our print magazine is created with “flipbook technology,” which allows you to turn pages as naturally as a print magazine. The colors are bright, the contrast is excellent, and the feedback on your advertising can be instantaneous.

All ads and editorial mentions in the digital edition have hyperlinked URLs to your website. Our editions are archived, searchable, and accessible from our magazine's homepage. We provide all the search engine optimization to ensure good search results for your ad.

We offer some powerful programs within the digital edition, including interactive inserts, motion graphics in your ads, video links to your ad, and even a digital-only catalog insert. Rates depend on the features desired.

Advertising opportunities in the digital edition include animated belly bands, leaderboard ads, menu bar ads, podcasts, embedded audio or video, page animation, and pop-up ads.

**To see the digital edition in action, log on to <http://sbf.epubxpress.com>.**

The digital edition drives traffic to your site, fosters interactivity with readers, can help you gather e-mail addresses, do a survey, or conduct a contest.



#### PORTAL PAGE AD

**Size: 728X90**  
**40kb max file size**  
**Rate: \$1,000/month**

Available positions include top leaderboard (728X90) as well as thumbnails that click directly to your ad (6 positions available).



#### INTERACTIVITY

**Rate: \$500/issue**

We can provide custom URLs, landing pages, animated ads, audio or video. We can help you create a “custom edition” of SBF with additional ad pages in the digital edition only. We have programs that allow you to offer the digital edition to YOUR clients, providing you with a very inexpensive way to gain wider reach for your advertising.



#### EMBEDDING VIDEO/AUDIO

**Rate: \$500/issue**

You can give your print ad an extra dimension by embedding video or audio so that readers can see immediately how your product works. We upload the video to our own server, which allows you to offer video even if your own website doesn't have video capabilities.

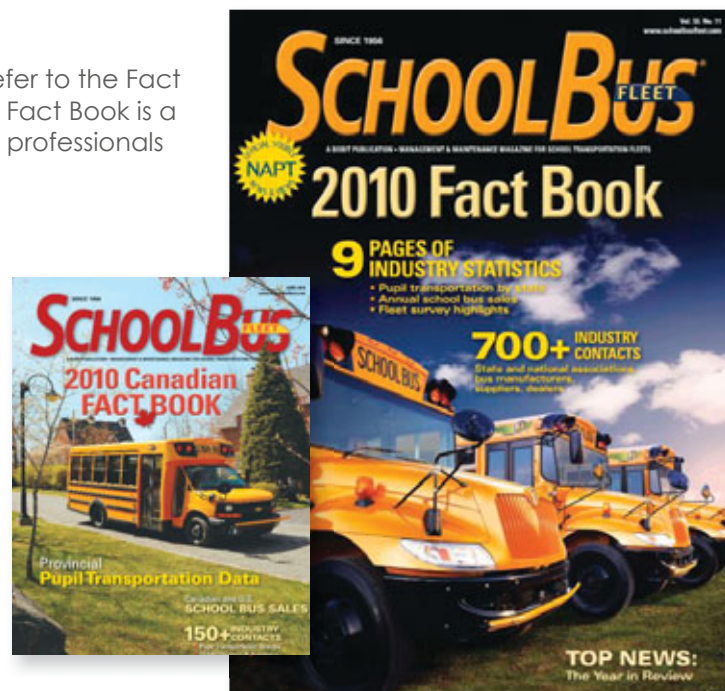


### SCHOOL BUS FLEET FACT BOOK

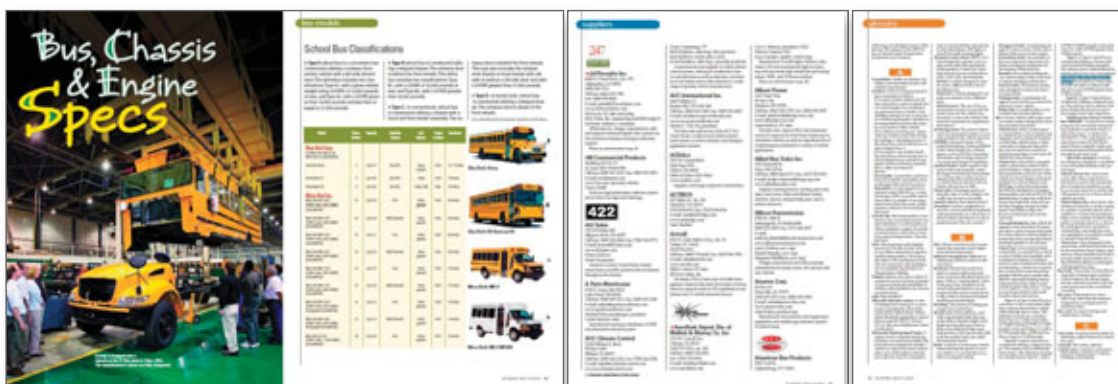
SCHOOL BUS FLEET produces two print industry directories and one comprehensive online directory. They are THE place to find parts and equipment, services, and new and old favorite products.

Year-Long Sales Leads: SBF subscribers tell us that they refer to the Fact Book at least once a week throughout the year. The SBF Fact Book is a powerful reference tool, providing school transportation professionals with key information in these key areas:

- Market Trends
- Directory of Manufacturers
- Suppliers
- Bus Dealers
- State and National Associations
- Industry Statistics
- Industry Research
- Calendar of Events
- Bus and Chassis Models/ Engine Specifications



All major manufacturers and industry suppliers are included in our primary print directory. Highlighted listings are available to improve the listing's visibility.





**OF ALL THE RESOURCES ON THE  
INFORMATION SUPERHIGHWAY...**

**...SCHOOL BUS FLEET MANAGERS CHOOSE  
TRADE MAGAZINES  
AS THEIR PRIMARY SOURCE OF INFORMATION.**

In a recent survey of school bus fleet managers, Bobit Business Media found that 66.4% rely on TRADE MAGAZINES to do their jobs better.

- 49.5% rely on trade websites
- School bus fleet industry trade magazines were the #1 resource for researching purchasing decisions.
- 73.8% of school bus fleet managers had spent at least 30 minutes with school bus fleet industry trade magazines in the past month.
- Industry trade magazines were the single most valuable resource for finding information on the latest new products vehicles, news about manufacturers, managing fleet costs, training, and technology.

*For a full report on our recent research and to see all the findings, contact:*

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frank.digiacomobobit.com*

*Mark T. Hollenbeck  
mark.hollenbeck@bobit.com*

# SCHOOL BUS<sup>®</sup> FLEET

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