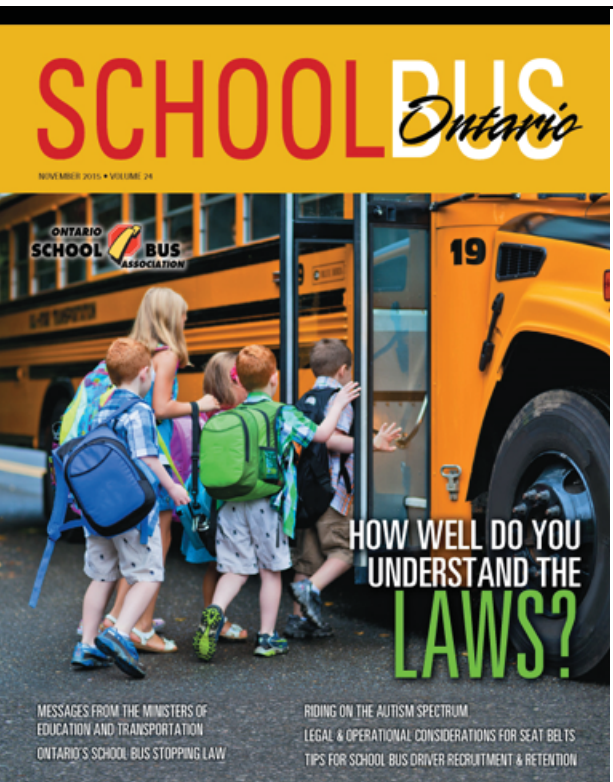




Connect with decision-makers who need your products and services! Your ad will reach directors of education, school bus service providers, transportation consortia and more!



FOR MORE INFORMATION, PLEASE CONTACT:





Why Advertise?

- *School Bus Ontario* is delivered to more than **6,000** decision-makers throughout Ontario with additional distribution at the **Ontario Transportation Expo** giving your ad lasting exposure and wide reach!
- OSBA members are always needing new products and services for their student transportation. Reach over **20 transportation consortia and more than 50 school bus service providers**, who collectively operate **11,000 school buses** in Ontario.
- Grow your brand in front of school boards, transportation consortia and service providers in a province that will **spend more than \$896 million** on student transportation.
- OSBA is the **authoritative voice on student transportation** in Ontario and our members ensure more than **833,000 children** are transported to school safely every day.

School Bus Ontario Distribution:

OSBA is a not-for-profit association providing advocacy, education services and legislative consultation. *School Bus Ontario* reaches:

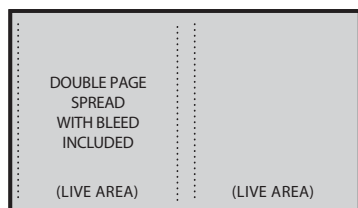
- Directors of education
- Parents
- Schools
- School boards
- School board trustees
- School business officials
- School bus service providers
- Transportation consortia
- Transportation officers
- Teachers
- Supplier/Manufacturers



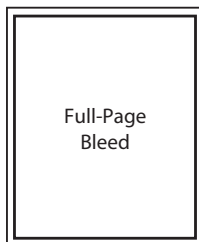
Ensure your message reaches decision-makers involved in the Ontario school bus industry. Contact your Naylor advertising executive to participate today!

Print Advertising Specifications

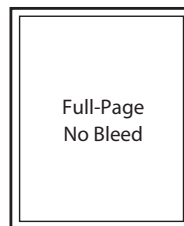
Magazine Trim Size: 8.375" x 10.875"



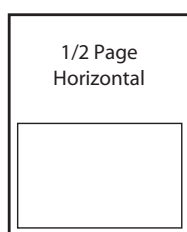
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



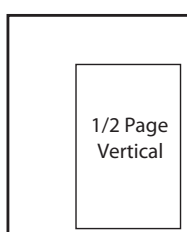
8.625" x 11.125"



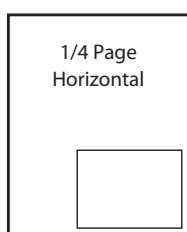
7" x 9.5"



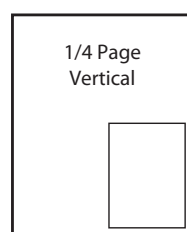
7" x 4.583"



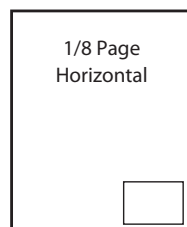
4.583" x 7"



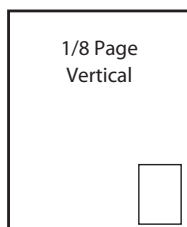
4.583" x 3.333"



3.333" x 4.583"



3.333" x 2.166"



2.166" x 3.333"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Opportunities

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates

Double Page Spread	\$3,999.50
Outside Back Cover	\$3,409.50
Inside Front or Inside Back Cover	\$3,209.50
Full Page	\$2,329.50
1/2 Page	\$1,749.50
1/4 Page	\$1,009.50
1/8 Page	\$629.50

Black-and-White Rates

Full Page	\$1,719.50
1/2 Page	\$1,159.50
1/4 Page	\$679.50
1/8 Page	\$409.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Please sign and return to:

Digital Edition Opportunities

See the 2015 issue of *School Bus Ontario* at www.nxtbook.com/naylor/SBUA/SBUA0015

In addition to print, *School Bus Ontario* is now available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the OSBA's website. An archive of issues is available, securing your ad a lasting online presence.*

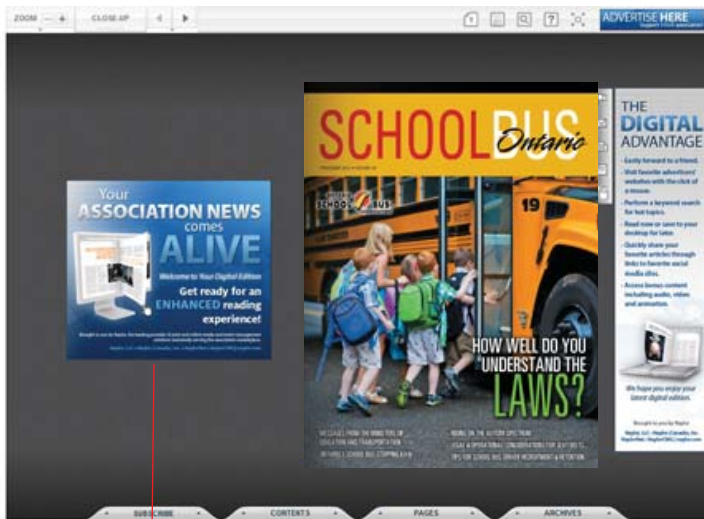
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$1,400

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Digital Toolbar (250 x 50 pixels) | \$600

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | \$1,800

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Opportunities

Please select from the following options and return the completed form to your advertising executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- Digital Toolbar** | \$600
- Digital Sponsorship** | \$1,400
- Digital Skyscraper** | \$1,800

All rates are per insertion. Invoices are issued upon publication.



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (SBU-A0016)

Please sign and return to:

Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *School Bus Ontario* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
1-Page (2 surfaces)	<input type="checkbox"/> \$2309.50	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2459.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2879.50	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$3049.50
Postcard	<input type="checkbox"/> \$2309.50	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2459.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:

Field Trip Marketplace Opportunities

Highlight your destination offerings by participating in the Field Trip Marketplace. This special section is designed to showcase destinations and locations targeted for field trips or stops aimed at school officials and transportation administrators.

Please choose from the following options:

- 1/4-page vertical, full-colour: **\$769.50**
- 1/8-page horizontal, full-colour: **\$389.50**
- 1/4-page vertical, black-and-white: **\$529.50**
- 1/8-page horizontal, black-and-white: **\$289.50**



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (SBU-A0016)

Please sign and return to:

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When companies are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Amusement Parks <input type="checkbox"/> Art Galleries <input type="checkbox"/> Attractions <input type="checkbox"/> Automatic Transmission Suppliers <input type="checkbox"/> Brake Systems <input type="checkbox"/> Bus Air Conditioning <input type="checkbox"/> Bus Fleet Insurance <input type="checkbox"/> Bus Glass <input type="checkbox"/> Bus Lines <input type="checkbox"/> Bus Maintenance <input type="checkbox"/> Bus Management <input type="checkbox"/> Bus Manufacturers <input type="checkbox"/> Bus Novelties <input type="checkbox"/> Bus Safety Equipment <input type="checkbox"/> Bus Safety Vents / Stop Signs & Crossing Arms <input type="checkbox"/> Bus Sales <input type="checkbox"/> Charters / Tours <input type="checkbox"/> Child Check Reminder Systems for Bus Operators & Drivers <input type="checkbox"/> Commercial Lifts <input type="checkbox"/> Computer Tracking <input type="checkbox"/> Destinations <input type="checkbox"/> Detection Systems <input type="checkbox"/> Driveline, Control Cables, Manufacturing & Repair <input type="checkbox"/> Driving & Safety Courses <input type="checkbox"/> Engines <input type="checkbox"/> Farms <input type="checkbox"/> Finance <input type="checkbox"/> Fleet Insurance Programs <input type="checkbox"/> Glass Repair <input type="checkbox"/> Handicapped Equipment <input type="checkbox"/> Heaters <input type="checkbox"/> Industrial Pressure Washer Cleaning Equipment <input type="checkbox"/> Insurance Brokers | <ul style="list-style-type: none"> <input type="checkbox"/> Leasing <input type="checkbox"/> Lockers <input type="checkbox"/> Lubricant Supplier <input type="checkbox"/> Lubricants & Technical Consultants <input type="checkbox"/> Mobile Bus Wash <input type="checkbox"/> Museums <input type="checkbox"/> Native Attractions <input type="checkbox"/> Oils, Synthetic <input type="checkbox"/> On-Board Information Systems <input type="checkbox"/> Painting & Lettering <input type="checkbox"/> Parks <input type="checkbox"/> Petting Zoos <input type="checkbox"/> Rubber Products / Bus Seats <input type="checkbox"/> Safety Mirror Systems <input type="checkbox"/> Safety Products <input type="checkbox"/> Safety Vents & Signs <input type="checkbox"/> Surveillance Cameras <input type="checkbox"/> Synthetic Lubricants <input type="checkbox"/> Theatres <input type="checkbox"/> Tire Suppliers <input type="checkbox"/> Tourism <input type="checkbox"/> Tourist Specialists <input type="checkbox"/> Training <input type="checkbox"/> Transportation Planning Systems <input type="checkbox"/> Transportation Software Systems <input type="checkbox"/> Vehicle Cooling Systems <input type="checkbox"/> Vehicle Markings for Security <input type="checkbox"/> Vinyl Signs <input type="checkbox"/> Washing Equipment & Supplies <input type="checkbox"/> Wheelchair Lifts <input type="checkbox"/> Wildlife Conservatory Tours <input type="checkbox"/> Zoos <input type="checkbox"/> Other: _____ _____ _____ _____ |
|---|---|

One free listing with any size ad. Additional listings are \$20 each.

No limit. Please list new categories on this sheet.

Additional Categories X \$20 = \$ _____ **Initial:** _____ **Date:** _____

Past Advertisers and Supporters

This magazine is made possible solely through advertiser support. OSBA appreciates the investment that our advertisers provide to this magazine and the association. We strongly encourage organizations to do business with vendors that support the association.

Active Canadian Emergency Training
Attractions Ontario
Built Right Utility Bodies Ltd.
Chatham-Kent Black Historical Society
Collins Bus Corporation
Cummins Eastern Canada LP
Delaney Bus Lines Ltd.
Drive Products
EDPRO Energy Group Inc.
Elgin Military Museum
Garage Supply
Girardin Blue Bird
Grey Roots Museum & Archives
Healy Transportation Ltd.
Hockey Hall of Fame

Infrastructure Health & Safety Association
Kleenoil Filtration Canada Ltd.
Langille's Scrap & Cores & Truck Parts
Leeds Transit Inc.
Noco Lubricants Canada
Ontario Truck Driving Schools
Performa Lubricants Intl Inc.
Primemax Energy Inc.
Simcoe County Museum
Snow Valley Resort
Southland Transportation Ltd.
Stock Transportation Ltd.
Sudbury Student Services Consortium
United Muffler

This magazine is published by

Naylor Association Solutions on behalf of:

Ontario School Bus Association (OSBA)
3401 Wolfedale Road
Mississauga, ON, L5C 1V8
Tel. 416.695.9965 Fax 416.695.9977
info@osba.on.ca
www.osba.on.ca

OSBA Vision, Mission & Values

Every one of the 833,000 children aboard an Ontario school bus deserves to arrive at school safe, secure, on time and ready to learn.

Vision:

An economically healthy and sustainable industry, safely and reliably serving the growing needs of student transportation in Ontario.

Mission:

To support and enhance the success of our members in the competitive world of school busing.

Values:

- Contribute to student success
- Focus on cost effective and efficient operations
- Commit to continuous improvement
- Embrace diversity in our workplaces
- Make a significant contribution to a greener Ontario
- Anticipate and influence the future shape of the school bus industry