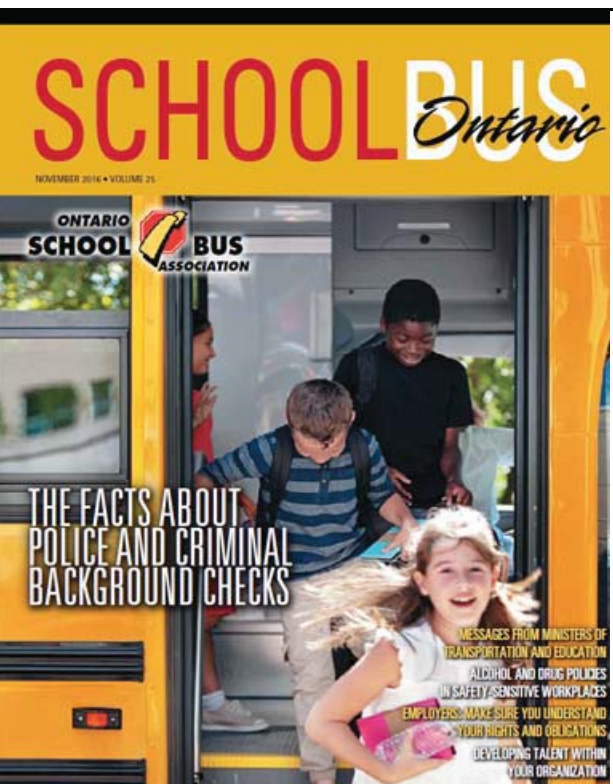




MEDIA KIT

CONNECT with decision-makers who need your products and services! **EXPOSURE** to Directors of Education, School Bus Service Providers, School/Boards Transportation Consortia and more!



FOR MORE INFORMATION, PLEASE CONTACT:

Angela Caroyannis
Naylor Association Solutions
Project Manager
Ph: (800) 665-2456 ext. 3625
Email: acaroyannis@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Why Advertise?

- *School Bus Ontario* is delivered to more than **6,000** decision-makers throughout Ontario with additional distribution at the **Ontario Transportation Expo**, therefore providing lasting exposure and wide reach!
- OSBA members are always needing new products and services. **Connect with school board/transportation consortia and more than 40 school bus service providers**, who collectively operate **11,000 school buses and school purpose vehicles** in Ontario.
- Grow your brand in front of school boards, transportation consortia and service providers in a province that **spends close to \$920 million** on student transportation.
- OSBA is the **authoritative voice on student transportation** in Ontario and our members ensure more than **825,000 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:

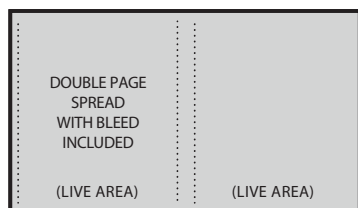
- Directors of education
- Parents
- Schools
- School boards
- School board trustees
- School business officials
- Bus operator service providers
- Transportation consortia
- Transportation officers
- Teachers
- Supplier/Manufacturers
- Industry affiliated organizations and associations



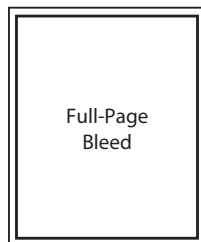
Ensure your message reaches decision-makers involved in the Ontario school bus industry. Contact your advertising executive today!

Print Advertising Specifications

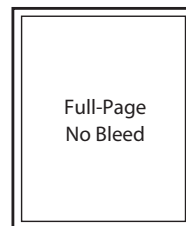
Magazine Trim Size: 8.375" x 10.875"



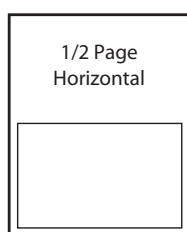
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



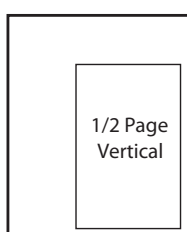
8.625" x 11.125"



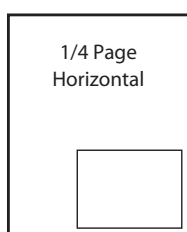
7" x 9.5"



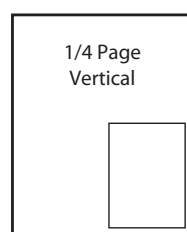
7" x 4.583"



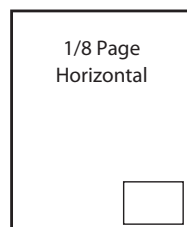
4.583" x 7"



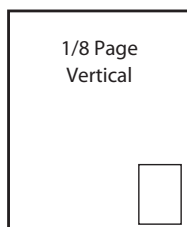
4.583" x 3.333"



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 double page spread ads may be cut off. Please keep text within the live area at all times.

Double Page Spread Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Specs for Outsert

Magazine

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

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.

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*
 (*excluding inside/outside covers)

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 cheques. 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-A0017)

Please sign and return to:

Angela Caroyannis
 Naylor Association Solutions
 Project Manager
 Ph: (800) 665-2456 ext. 3625
 Email: acaroyannis@naylor.com



Digital Edition Opportunities

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 OSBA's website. An archive of issues is available, securing your ad a lasting online presence.*

Benefits

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 purchasing process
- Generate an immediate response from customers

Ad Positions



Digital Toolbar | Free with purchase of Digital Sponsorship

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | \$925

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

Digital Sponsorship (includes Toolbar) | \$825

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

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 Sponsorship with Toolbar** | \$825
- Digital Skyscraper** | \$925

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 _____ Date: _____

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Naylor Association Solutions
Project Manager
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Email: acaroyannis@naylor.com

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 provide tremendous exposure for your company.

Net Rates — Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Print & Digital Distribution
1-Page (2 surfaces)	<input type="checkbox"/> \$2,309.50	<input type="checkbox"/> \$2,459.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2,879.50	<input type="checkbox"/> \$3,049.50
Postcard	<input type="checkbox"/> \$2,309.50	<input type="checkbox"/> \$2,459.50

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.

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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 cheques. 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-A0017)

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 Naylor Association Solutions
 Project Manager
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Index of Advertisers Categories

Our publication features an Index section in which advertisers 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.*

- | | |
|---|---|
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Mirrors |
| <input type="checkbox"/> Alternative Energy | <input type="checkbox"/> Mufflers, pipes and accessories |
| <input type="checkbox"/> Attractions/ Museums/ Parks | <input type="checkbox"/> Novelties |
| <input type="checkbox"/> Autobody Shops | <input type="checkbox"/> Occupant Restraints |
| <input type="checkbox"/> Brakes | <input type="checkbox"/> Oils |
| <input type="checkbox"/> Bus Manufacturers | <input type="checkbox"/> On-Board Information Systems |
| <input type="checkbox"/> Bus Operators | <input type="checkbox"/> Painting & Lettering |
| <input type="checkbox"/> Bus Sales & Parts | <input type="checkbox"/> Propane Products |
| <input type="checkbox"/> Charters/School Trips | <input type="checkbox"/> Refurbishing |
| <input type="checkbox"/> Child Check Reminder Systems | <input type="checkbox"/> Rubber Products |
| <input type="checkbox"/> Computer Tracking | <input type="checkbox"/> Safety Products/Equipment |
| <input type="checkbox"/> Destinations | <input type="checkbox"/> Seats |
| <input type="checkbox"/> Detection Systems | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Driveline/ Control Cables | <input type="checkbox"/> Specialized Transportation Equipment |
| <input type="checkbox"/> Driving & Safety Courses | <input type="checkbox"/> Surveillance Cameras |
| <input type="checkbox"/> Engines | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Exhaust Systems | <input type="checkbox"/> Tours |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Tourism Specialists |
| <input type="checkbox"/> Fleet Management Software | <input type="checkbox"/> Training |
| <input type="checkbox"/> Fuel | <input type="checkbox"/> Transmissions |
| <input type="checkbox"/> Glass | <input type="checkbox"/> Transportation Planning |
| <input type="checkbox"/> Heaters | <input type="checkbox"/> Transportation Software |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Vehicle Cooling Systems |
| <input type="checkbox"/> Leasing | <input type="checkbox"/> Vehicle Recycling |
| <input type="checkbox"/> Lifts | <input type="checkbox"/> Washing Equipment & Supplies |
| <input type="checkbox"/> Lockers | <input type="checkbox"/> Wheelchair Lifts |
| <input type="checkbox"/> Lubricants | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Luggage Compartments | _____ |
| <input type="checkbox"/> Maintenance | _____ |

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.

Attractions Ontario
Autobus Thomas Inc.
Baader Brown Manufacturing Co.
Built Right Utility Bodies Ltd.
Chatham-Kent Black Historical Society
City View Bus Sales & Service Ltd.
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
Healey Transportation Ltd.
Hockey Hall of Fame
Infrastructure Health & Safety Association
Kleenoil Filtration Canada Ltd.
Langille's Scrap & Cores & Truck Parts
Leeds Transit Inc.

Manwin Enterprises Inc.
Noco Lubricants Canada
Ontario Truck Driving Schools
PBL Insurance Ltd.
Performa Lubricants Intl. Ltd.
Prevost
Primemax Energy Inc.
Radio Engineering Industries Inc.
Simcoe County Museum
Skydome Auto & Truck Centre Inc.
Snow Valley Resort
Southland Transportation Ltd.
Stock Transportation Ltd.
Sudbury Student Services Consortium
TranSafe Technology
Transit & Paratransit Company
Travelers Canada
United Muffler
Zonar

This magazine is published by

Naylor Association Solutions on behalf of:

Ontario School Bus Association (OSBA)
3075 Lenworth Drive
Mississauga, ON, L4X 2G3
Tel. 416.695.9965 Fax 416.695.9977
info@osba.on.ca
www.osba.on.ca

OSBA Vision, Mission & Values

Every one of the 825,000 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