



# Bus Digest Advertising

A COST EFFECTIVE MEANS OF PROMOTING YOUR COMPANY

Advertising in PBA's Bus Digest newsletter is an excellent way to promote your company's services or products to the motorcoach industry. Bus Digest is the official newsletter of the PBA and mailed to over 600 PBA members. Don't have an ad but have a great promotional story about your products, services, event, festival, property, etc? Submit written copy in lieu of an ad. See rates below. Just a note that a short press release on personnel promotions or new hires, or performance dates, etc. would be included in Bus Digest at no charge. Bus Digest is circulated via email and on the website.

**PUBLICATION SIZE:** Final size is 8.5" w x 11" h  
**DISTRIBUTION:** Bus Digest is circulated via email and placed on the website at [www.pabus.org](http://www.pabus.org)  
**PUBLICATION MONTHS:** January, April, July, October  
**DEADLINE:** 15th day of month prior to publication  
**FORMAT OF AD:** Color, or Black/White; JPG  
**FORMAT OF ARTICLE:** Black/White; Microsoft Word, single space that fits into the space selected (same for ad)  
**EMAIL AD OR ARTICLE** to [tlinn@pabus.org](mailto:tlinn@pabus.org)  
**AD AGENCIES:** PBA does not offer discounts to ad agencies; the amount listed below is the amount due to place an ad

### ▶ RATES

AD SIZE	DIMENSIONS	1 Month Rate	2 Months Rate	4 Months Rate
A - 1/8 page	3.5" w x 2.5" h	\$75	\$130	\$220
B - 1/4 page	3.5" w x 5" h	\$95	\$170	\$295
C - 1/2 page	7.5" w x 5" h	\$125	\$235	\$375
D - Full page	7.5" w x 10" h	\$175	\$300	\$625
ARTICLE SIZE		RATE		
1/2 page Word, single space		\$100	N/A	N/A
Full page Word, single space		\$150	N/A	N/A

### ▶ YOUR SELECTION

Size of Ad:  A  B  C  D      Frequency:  1 Month  2 Months  4 Months  
Month(s) based on Frequency Selected:  January  April  July  October

### ▶ COMPANY INFORMATION

Company \_\_\_\_\_  
Client (if not company) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Contact \_\_\_\_\_ Email \_\_\_\_\_

### ▶ PAYMENT METHOD:

**Check** enclosed for \$ \_\_\_\_\_ or Charge  VISA  MC  Amex  Discover \$ \_\_\_\_\_  
Credit Card No \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC Code \_\_\_\_\_  
Billing Street Address and Zip Code for Card: \_\_\_\_\_  
AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**RETURN TO:** Pennsylvania Bus Association - **Bus Digest**  
4405 North Front Street, Harrisburg, PA 17110-1709  
phone 717-236-9042 • fax 717-236-1391 • email [tlinn@pabus.org](mailto:tlinn@pabus.org)