



Bus Digest Advertising

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 700 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.

PUBLICATION MONTHS: February, May, August, November
INSERTION ORDER DEADLINE: 1st day of preceding month of publication
COPY DEADLINE: 10th day of preceding month of publication
FORMAT OF AD: **Black/White; JPG** emailed to tlinn@pabus.org
FORMAT OF ARTICLE: **Black/White; Microsoft Word**, single space that fits into the space selected (same for ad) emailed to tlinn@pabus.org

► **Check (☑) month(s) and size of ad/article below that should be placed in Bus Digest.**

AD SIZE	DIMENSIONS	RATE	February	May	August	November
1/8 page	3.5" w x 2.5" h	\$90				
1/4 page	3.5" w x 5" h	\$150				
1/2 page	7.5" w x 5" h	\$200				
Full page	7.5" w x 10" h	\$300				
ARTICLE SIZE*		RATE	February	May	August	November
1/2 page Word, single space		\$200				
Full page Word, single space		\$300				

*Bus Digest is 8.5" w x 11" h. Articles need to fit in this space depending if 1/2 or full page.

► **COMPANY INFORMATION**

Company _____

Client (if not company) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact _____ Email _____

► **PAYMENT METHOD:**

1) **Check** enclosed for \$ _____ or 2) **Credit Card** Charge: ___ VISA ___ MasterCard for \$ _____
NOTE: PBA does not accept American Express at this time

Account No _____ Exp. Date: _____

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