

WWW.PABUS.ORG

MEDIA GUIDE

**CONNECT WITH
LEADERS IN THE
4TH LARGEST
CHARTER BUS
INDUSTRY IN THE
COUNTRY!**

FOR MORE INFORMATION, PLEASE CONTACT:

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PBA

PENNSYLVANIA
BUS ASSOCIATION

Representing the Motorcoach Industry Since 1923

NAYLOR 
ASSOCIATION SOLUTIONS



PBA By The Numbers

\$2.89B

The estimated direct economic impact the motorcoach industry has in Pennsylvania.

\$532M

In impact to **hotels**.

\$481M

In impact to **restaurants and bars**.

\$743M

In impact to **entertainment venues**.



Who We Are

Our annual *Membership Directory and Resource Guide* serves as a valuable purchasing and networking tool for our members. It serves the Pennsylvania motorcoach industry where:



Pennsylvania ranks in the top 5 nationally for total amount of scheduled and charter buses.

Our members are professionals including tour planners, operators, bus manufacturers, tour-related service providers and more!



Bus and motorcoach companies in Pennsylvania spend nearly \$100 million on purchases annually!

Get in front of the multi-million dollar charter bus industry in Pennsylvania by partnering with PBA today. Contact your Naylor representative to get involved!

Sources: www.buses.org, IBISWorld Industry Report 48522

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE - PRINT EDITION

Our membership directory is mailed to every PBA member as well as legislative and congressional delegations.

- DIGITAL EDITION

The digital edition of the directory can be found at the link below.

www.naylornetwork.com/pab-directory

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Net Advertising Rates

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

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x
Double Page Spread	\$4,299.50
Outside Back Cover	\$3,649.50
Inside Front or Inside Back Cover	\$3,399.50
Full Page	\$2,869.50
1/2 Page	\$2,269.50
1/3 Page	\$1,619.50
1/4 Page	\$1,169.50
1/6 Page	\$769.50
1/8 Page	\$609.50

Black-and-White Rates	1x
Full Page	\$1,849.50
1/2 Page	\$1,249.50
1/3 Page	\$889.50
1/4 Page	\$679.50
1/6 Page	\$519.50
1/8 Page	\$469.50

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.

Digital Edition Branding Opportunities

Sponsorship Max | \$750

Toolbar | \$300

Belly Band | \$500

Skyscraper | \$1,050

Leaderboard | \$1,050



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

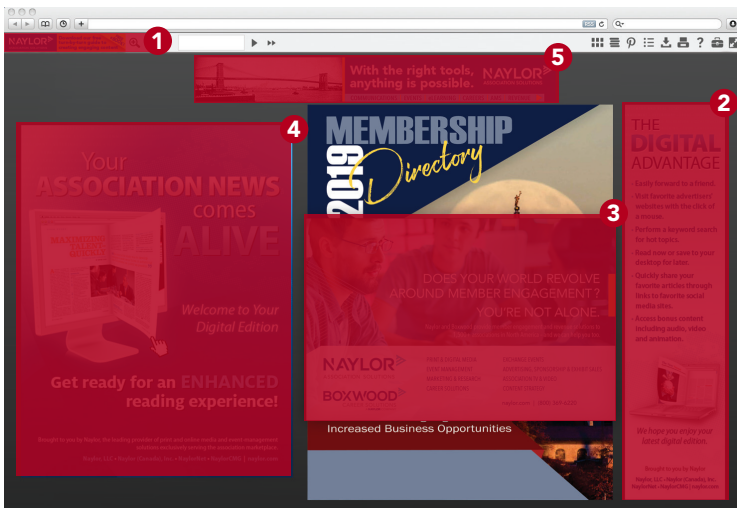
In addition to print, the *Membership Directory and Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

- **Link your ad to the landing page of your choice**
- **Increase traffic to your website**
- **Interact with viewers to facilitate the buying process**
- **Generate an immediate response from customers**
- **Members and readers receive each issue via email and each new issue is posted on PBA's website. A full archive of past issues is available, ensuring longevity for your online presence.**



www.naylornetwork.com/pab-directory

MEMBERSHIP DIRECTORY AND RESOURCE GUIDE DIGITAL EDITION



1 Toolbar | \$300

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

2 Skyscraper | \$1,050

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | \$500

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

4 Sponsorship Max | \$750

Your message will be prominently displayed directly across from the cover of the magazine.

5 Leaderboard | \$1,000

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.



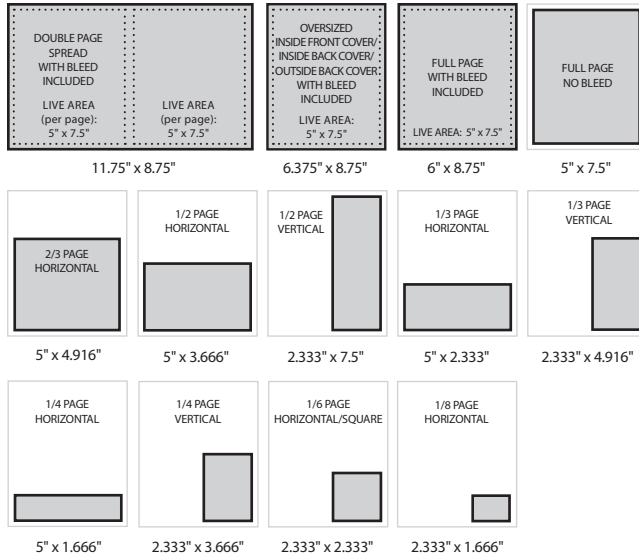
For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs#roster>

PRINT ADVERTISING SPECIFICATIONS



MEMBERSHIP DIRECTORY AND RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



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.

Specs for Outsert/Inserts

Membership Directory and Resource Guide

- 1 Pg / 2 Surface 5.75" x 8.5"
- 3 Pg / 6 Surface 5.75" x 8.5"
- Postcards 6" x 4.25"
- Heavy Card Stock Insert 5.25" x 8.25"
- Postal flyersheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale 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 greyscale 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

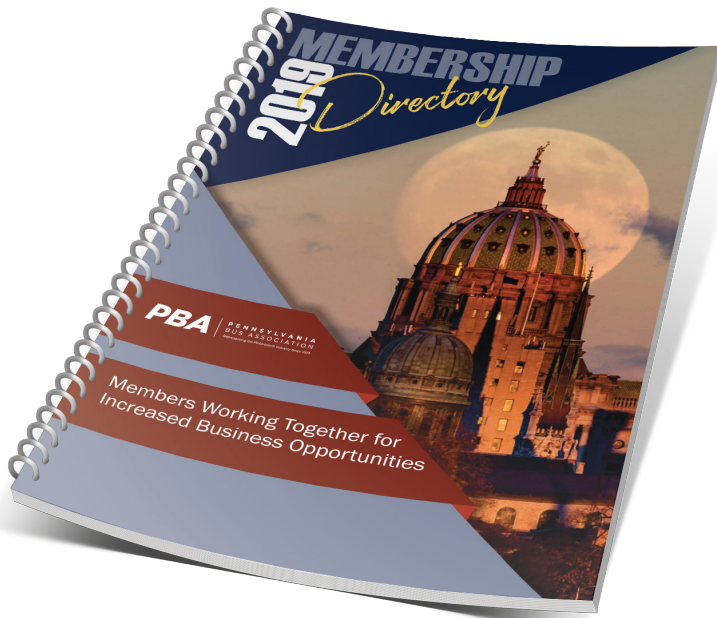
Go to the Naylor website at www.naylor.com

Production Services, 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.

Digital Edition

For more information, visit:
<http://www.naylor.com/digitalmagspecs>



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.