



Pennsylvania Bus Association

## Gain **DIRECT ACCESS** to the leaders in Pennsylvania's charter bus industry.

### The PBA Advantage:

- The charter bus industry in Pennsylvania generates an average of **\$147 million in direct revenue** each year.
- An estimated **\$4.7 billion** in total economic activity in Pennsylvania can be attributed to the motorcoach tour and travel industry.
- A motorcoach spending one night in a destination in Pennsylvania generates as much as **\$11,000 per night** for that local economy in meals, lodging and other spending.

### Who We Are:

The Pennsylvania Bus Association (PBA) represents the business and governmental interests of private bus companies operating in Pennsylvania. PBA carries a current membership of over 750 entities who represent the **prominent decision-makers in our state's multi-million dollar charter bus industry.**

### PBA Member Profile:

Our annual *Membership Directory* is a trusted industry reference that serves recipients as a purchasing and networking tool throughout the year. The directory is mailed to every member of PBA, in addition to legislative and congressional delegations. PBA members include:

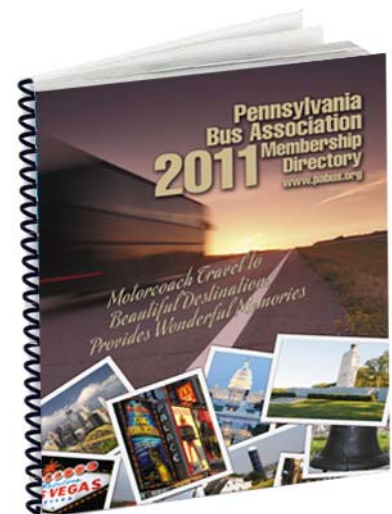
- Tour planners
- Bus manufacturers
- Operators
- Tour-related product and service providers

### To participate in our 2012 directory, please contact:

Jacob Fisher  
Project Leader  
Naylor, LLC  
Phone: (770) 576-4972  
Fax: (770) 810-6995  
Email: [jfisher@naylor.com](mailto:jfisher@naylor.com)



Connect with PBA members throughout the year with our **2012 Membership Directory.**



As a "who's who guide" to the industry, PBA's annual *Membership Directory* **puts recipients in touch with the quality product and service vendors** they need to do business with.

This heavily relied-upon purchasing guide stays on the desks of top contacts at PBA member companies all year long as a handy reference tool. **Advertising in the 2012 Membership Directory will provide your company with long-term exposure to PBA members with purchasing power.**

**Contact your Naylor account representative today for information on advertising!**

To learn more about PBA, visit:

[www.pabus.org](http://www.pabus.org)



# 2012 Membership Directory



## Net Advertising Rates

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

### Full-Color

### Rates

Double Page Spread	\$3,609.50
Outside Back Cover	\$3,149.50
Inside Front or Inside Back Cover	\$2,909.50
Full Page	\$2,409.50
2/3 Page	\$2,179.50
1/2 Page	\$1,909.50
1/3 Page	\$1,319.50
1/4 Page	\$959.50
1/6 Page	\$639.50
1/8 Page	\$489.50

**Full-Color Tab:** \$2,799.50

**Black-and-White Tab :** \$1,949.50

### Black-and-White

### Rates

Full Page	\$1,559.50
2/3 Page	\$1,329.50
1/2 Page	\$1,059.50
1/3 Page	\$719.50
1/4 Page	\$559.50
1/6 Page	\$439.50
1/8 Page	\$389.50

## Special Advertising Section:

### Regional Marketplace



This special section prominently features companies that provide travel-related products and services to Pennsylvania Bus Association members. This regional marketplace is an effective way to showcase your company in full-color to your target market.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). PAB-R0012



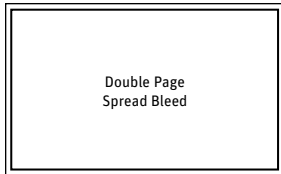


# 2012 Membership Directory

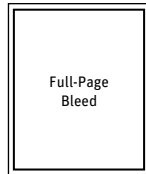


## Print Advertising Specifications

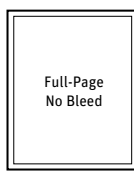
Roster Trim Size: 5.75" x 8.5"



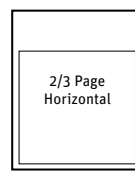
11.75" x 8.75"



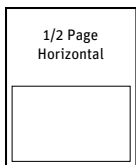
6" x 8.75"



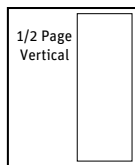
5" x 7.5"



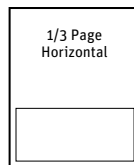
5" x 4.916"



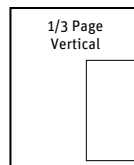
5" x 3.666"



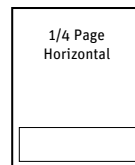
2.333" x 7.5"



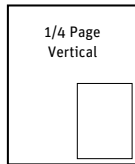
5" x 2.333"



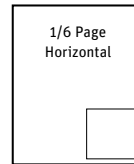
2.333" x 4.916"



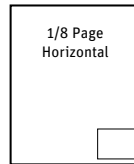
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

**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:** 10.75" x 7.5"

**Full Page Live Area:** 5" x 7.5"

## Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

## 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](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

## Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.





# 2012 Membership Directory



## 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 our members 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.*

- Accommodations
- Air Conditioning Sales, Service & Parts
- Attractions
- Bus Driver Training
- Bus Manufacturers & Sales
- Bus Parts
- Bus Sales/Service & Leasing
- Bus Service & Maintenance
- Casinos
- Casinos & Resorts
- Chambers of Commerce
- Coach Upholstery
- Convention & Visitors Bureaus
- Cruises & Private Charters
- Destination Marketing Organizations (DMOs)
- Diesel Engines
- Dinner & Entertainment Trains
- Dinner Theaters
- Entertainment
- Equipment Leasing/Financing
- Factory Outlets
- Ferries, Cruises & Tours
- Financial/Leasing
- Food Service
- Golf Courses
- Group Sales
- Group Tours - Entertainment Packages
- Insurance/Brokers
- Manufacturers
- Museums
- Paint, Body & Custom Lettering
- Racing
- Receptive Tour Operators
- Resorts
- Restaurants
- Road Traffic Management
- Seating Upholstery
- Shopping Centers/Outlets
- Smoke Opacity Meters
- Specialized Entertainment
- Theaters/Playhouses
- Thoroughbred Racing/Slots/Video
- Tour Companies
- Tourism Councils
- Transmission Services
- Travel Associations
- Travel Centers
- Travel Planners
- Trips & Adventures
- Other: \_\_\_\_\_

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_





## 2012 Membership Directory



### Advertisers from the 2011 Membership Directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Pennsylvania Bus Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of the PBA.

- Atlantic City Convention & Visitors Authority
- Basilica of the National Shrine of the Immaculate Conception
- Best Western Hotel & Conference Center
- Bloomsburg Theatre Ensemble
- C.F. Martin & Co.
- Cape May-Lewes Ferry
- CVB of Greater Monroeville
- Days Inn Inner Harbor
- Dover Downs Hotel & Casino
- Elvis Presley Enterprises, Inc.
- Harrah's Cherokee Casino
- Harrison Group Hotels
- Holiday Inn Express
- Hudson River Cruises
- King of Prussia Mall
- Koziar's Christmas Village
- Lancer Insurance Company
- Laurel Highlands VB
- Maryland Office of Tourism Development
- Mohegan Sun at Pocono Down
- National Aquarium in Baltimore
- National Christmas Center
- National Toy Train Museum, The
- Ocean City Factory Outlets
- Ocean City Maryland
- Oglebay Resort & Conference Center
- Penn Detroit Diesel -Allison
- Perfect Body Co., Inc.
- Pigeon Forge Dept. Of Tourism
- Pocono Whitewater
- Poconos Mountain CVB
- Quality Inn Newark
- Queen's Quay (BOPC) Inc. c/o Brookfield Properties Management
- Revest Properties
- Salem, MA
- Sands Resorts
- Sea Mist Resort
- Shenandoah Caverns
- Shenandoah Summer Music Theatre
- Skylon Tower
- Sleepy Hollow of Gettysburgh Candlelight Ghost Tours
- Snyder's Factory Store
- Tangier Island Cruises
- Toby's Dinner Theatre
- Transportation Insurance Brokers
- Tropicana Casino
- Trumbull County Tourism Bureau
- Turkey Hill Dairy, Inc.
- Turning Stone Casino Resort
- Virginia Tourism Corporation
- Witch Dungeon Museum
- Woodloch Resort

**We appreciate your support!**