



Bulletin
March 2009

busnsw



Bulletin
January / February 2009

busnsw

Regional Excursion Daily Ticket
with Buses For Sydney
Update
www.busnsw.com.au

- Free School Travel Turn Around
- 2 Operators Call It A Day
- Regional Tourism Boost



ZF Australia Pacific Pty Ltd
Sales and Service Centre
14 Lindsay Street, Belmont Park NSW 2149
Tel: 02 9679 8000 Fax: 02 9679 8000
www.zf.com.au

March 2009



CB60 Hybrid Citybus

The CB60 "Hybrid" provides a flexible solution for bus operators, based on a 60-seater chassis. The "Hybrid" provides the added benefits of a more quiet, a hybrid bus and a charter bus, all with two seating rows. It has a 11.7m CB60 Hybrid A has become one of the most popular operators with increased. The CB60 Hybrid is available in 12.5m and 13.5m versions (the 13.5m version has two seating rows).



400 School/Charter



2010

BusNSW Bulletin

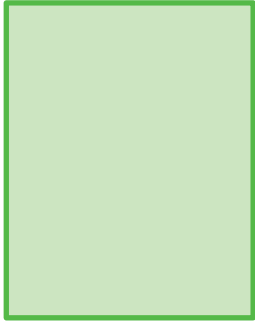


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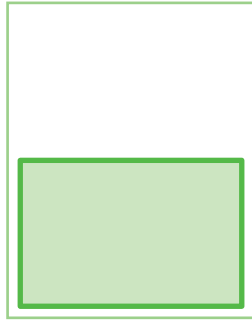
Bus & Coach Association NSW

Advertisement Sizes

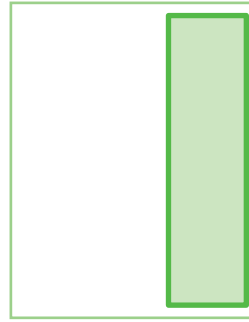
All dimensions are width x height in millimetres



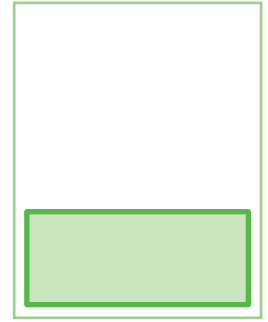
Full Page
Image: 190 x 277
Trim: 210 x 297
Bleed: 222 x 309



Half Page Horizontal
Image: 190 x 117.5
No Bleed



Third Page Vertical
Image: 65 x 247
No Bleed



Third Page Horizontal
Image: 190 x 87.5
No Bleed

Advertising Rates

| Run of Press | | | | Members Discount Rate | | |
|--------------------------------|---------|-------------------|-------------------|-----------------------|-------------------|-------------------|
| | Casual | x5 | x11 | Casual | x5 | x11 |
| Full Colour Positions | | (Annual Contract) | (Annual Contract) | | (Annual Contract) | (Annual Contract) |
| Full Page | \$1,102 | \$1,050 | \$997 | \$992 | \$945 | \$898 |
| 1/2 Page Horizontal | \$735 | \$709 | \$656 | \$661 | \$638 | \$591 |
| 1/3 Page Horizontal / Vertical | \$604 | \$577 | \$551 | \$544 | \$520 | \$497 |
| Premium Positions | | (Annual Contract) | (Annual Contract) | | (Annual Contract) | (Annual Contract) |
| Outside Front Cover* | \$1,500 | – | – | \$1,300 | – | – |
| Outside Back Cover | \$1,234 | \$1,181 | \$1,129 | \$1,111 | \$1,064 | \$1,016 |
| Inside Front Cover | \$1,155 | \$1,102 | \$1,050 | \$1,039 | \$992 | \$945 |
| Inside Back Cover | \$1,155 | \$1,102 | \$1,050 | \$1,039 | \$992 | \$945 |
| Mono / Spot Colour | | (Annual Contract) | (Annual Contract) | | (Annual Contract) | (Annual Contract) |
| Full Page | \$735 | \$682 | \$656 | \$661 | \$614 | \$591 |
| 1/2 Page Horizontal | \$499 | \$472 | \$446 | \$449 | \$425 | \$402 |
| 1/3 Page Horizontal / Vertical | \$394 | \$367 | \$341 | \$355 | \$331 | \$308 |
| Inserts | | | | | | |
| 1 Page Insert | \$472 | – | – | \$425 | – | – |

All prices include GST

* Photography & Film at advertisers cost. Image specifications apply. Please enquire for availability of additional full colour positions.

Lead Times

| Issue | Booking Deadlines | Material Deadlines | Publication Date |
|-----------------------|-------------------|--------------------|------------------|
| January/February 2010 | 13 January | 18 January | 15 February |
| March 2010 | 27 January | 1 February | 1 March |
| April 2010 | 26 February | 4 March | 1 April |
| May 2010 | 26 March | 1 April | 3 May |
| June 2010 | 27 April | 4 May | 1 June |
| July 2010 | 28 May | 3 June | 1 July |
| August 2010 | 28 June | 5 July | 3 August |
| September 2010 | 30 July | 4 August | 1 September |
| October 2010 | 30 August | 3 September | 1 October |
| November 2010 | 27 September | 5 October | 1 November |
| December 2010 | 29 October | 3 November | 1 December |

Agency Discounts: Sorry; Agency Discounts are not considered on top of existing prices.

The Publisher accepts no responsibility for variations in reproduction which may occur in advertisements for which material is supplied after the scheduled deadline. The Publisher reserves the right to substitute editorial or previous advertisements to replace late advertising material.

Artwork Requirements

To ensure advertisements appear in the Bulletin, in original format, with minimal delay, it is preferred all artwork meet the following requirements.

Upon booking of advertising space, material is to be sent on disk directly to BusNSW before the nominated material deadline. BusNSW does not accept film for advertisements.

Disk Requirements

BusNSW only accepts MAC & PC compatible compact disks.

Artwork Requirements

BusNSW accepts digital artwork only in the following formats:

TIF, JPEG, EPS & PDF format with all fonts outlined & images embedded. Colour Ads must have artwork supplied in CMYK at 300dpi. Mono Ads must be supplied in grey scale format at 300dpi.

Proofs

A proof must be included with all material supplied. No responsibility will be taken for colour variations in printing.

Disk Returns

All disks shall be returned to clients as soon as possible after publication.

For any queries you may have with material requirements please contact:

BusNSW
 Locked Bag 13,
 North Parramatta 1750
 Phone: (02) 8839 9500
 Fax: (02) 9683 1465

Design Assistance

If you require an advertisement to be produced on your behalf please contact Jacqui. BusNSW can provide design services or suggest appropriate advertising agencies.

Advertising Enquiries

Contact: Jacqui
 Ph: (02) 8839 9500
 Fax: (02) 9683 1465
 Email: jjaege@busnsw.com.au

BusNSW
 Postal Address:
 Locked Bag 13,
 North Parramatta 1750

Advertising Agreement 2010

Terms & Agreement

To secure your advertising, please complete the terms and conditions form below and return to BusNSW:
Locked Bag 13, North Parramatta 1750 Phone: (02) 8839 9500 Fax: (02) 9683 1465

Advertising Booking Form 2010

| BusNSW Bulletin Issue | Booking Deadline | BusNSW Bulletin Issue | Booking Deadline | BusNSW Bulletin Issue | Booking Deadline |
|--------------------------|---------------------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------------------|
| January/ February | 13 January <input type="checkbox"/> | March | 27 January <input type="checkbox"/> | April | 26 February <input type="checkbox"/> |
| May | 26 March <input type="checkbox"/> | June | 27 April <input type="checkbox"/> | July | 28 May <input type="checkbox"/> |
| August | 28 June <input type="checkbox"/> | September | 30 July <input type="checkbox"/> | October | 30 August <input type="checkbox"/> |
| November | 27 September <input type="checkbox"/> | December | 29 October <input type="checkbox"/> | | |

Company:

Contact: Ph: Fax:

Address:

Email:

Type Of Advertisement
Details (size, colour, premium positioning, etc):

Terms & Conditions

Advertising Conditions: advertising accepted for publication in BusNSW bulletin is subject to the conditions set out in the available rate card. Every advertisement is subject to the approval of the publisher. No responsibility is taken for any loss due to the failure of an advertisement to appear according to instructions. The positioning or placement of any advertisement is at the discretion of the BusNSW bulletin, except where specifically instructed and agreed upon by the publisher. Rates are based on the understanding the usage level order is used within the contract period. Should an advertiser fail to meet the total usage ordered, the rate will be amended to coincide with the total amount of space used.

General Conditions: 1. Rates may be increased any time after 1 months notice. 2. Payment terms: 30 days from publication date. 3. Deadlines mechanical specifications and cover position loadings are as per the current rate card. 4. Notice of cancellation or variations must be accepted and confirmed in writing 30 days prior to publication date (other wise 50% of advertising cost will be charged). 5. Positions will not be guaranteed unless prior arrangement has been made. 6. It is the advertiser's responsibility to check all details. 7. The client warrants to BusNSW bulletin that the publication of the material submitted will not infringe any law and that the client agrees to indemnify BusNSW in respect of any liabilities or cost of any claim arising out of any such material.

Late material: failure to supply material or advice of repeat material by the due deadline may incur an additional late fee.

I agree to the terms and conditions set out above.

I am the person responsible for placing a booking in the BusNSW Bulletin.

Signed: _____

Print Name: _____

Date: _____

Please return to BusNSW:
Locked Bag 13, North Parramatta 1750 Phone: (02) 8839 9500 Fax: (02) 9683 1465

