

In today's fast-paced world, it's important that your message is accessible to potential customers 24/7. Getting the word out about your product and/or service whenever and wherever possible is one crucial key to your marketing success. That's why we're proud to introduce **BUSRide Digital**.

Because our digital edition allows for instant accessibility, you can deliver your products and services directly to our readers and to your potential customers in an exciting new way. Our new digital issue includes:

Ease of Navigation

BUSRide Digital features the same page-by-page "turning" capability as our traditional print edition, just as it provides:

- **Interactive Table of Contents:** link directly from the Table of Contents to specific articles within the publication
- **Key Word Search:** search the entire publication for articles that contain key words of interest – all with the click of a mouse!

Portability

BUSRide readers will be able to access the current digital edition as well as archived digital editions, all at their convenience through Internet and e-mail friendly devices, such as:

- Desktop computers
- Personal digital assistant devices
- Lab top computers
- Internet capable phones



Interactive Advertising Opportunities

With the click of a button, your interactive advertisements can link our readers to:

- Your corporate Web site home page
- Brochures, spec sheets and data sheets
- Videos
- Slideshow presentations
- Audio tracks
- Product/conference registration forms and purchase agreements
- Podcasts from experts at your company

Digital Edition Advertising Rates

Video

\$250/minute up to 1000 maximum

Audio

\$100/minute up to 500 maximum

PowerPoint

\$150/minute up to 750 maximum

Special Supplements

\$500/page

Issue Sponsorship

\$1000

Inserted Ad

\$600/page

For more information, contact your **BUSRide** account executive today!