

2025 UMA EXPO EXPRESS

# THE OPEN ROAD



**OKLAHOMA CITY**



## 2025 RATE CARD

Secure your position in this keepsake publication celebrating the motorcoach industry.

# 2025 ADVERTISING RATES

**Bus & Motorcoach News** is proud to present **UMA Motorcoach EXPO Express**, celebrating The Open Road!

This one-time exclusive publication will premiere at the 2025 **UMA Motorcoach EXPO** in Oklahoma City, OK February 20-23, 2025.

Secure your advertisement in this commemorative publication honoring the essential role the industry plays in travel and tourism. This is YOUR COMPANY'S opportunity to demonstrate your commitment to a bright future for the bus and motorcoach industry.

Contact:

**Mary Rydel | Digital Advertising Sales**  
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**Ad Space Close - November 21**

**Ad Copy Due - December 10**

**Publication Date - February 20, 2025**



**OKLAHOMA CITY**



# INTRODUCING 2025 EXPO EXPRESS, WITH THE THEME OF THE OPEN ROAD!

In celebration of the 2025 **UMA Motorcoach EXPO** coming to Oklahoma City, we're revving up excitement with a special focus on the nearly **100-year-old Route 66**.

This issue will spotlight UMA members' unforgettable journeys along this historic highway and others, showcasing how they come together to navigate the open road and collaborate to transport people to big events. Don't miss the chance to be part of this exhilarating celebration of adventure, innovation, and the enduring spirit of Route 66!

**Secure your place today!**



Check out the 2024 edition of  
**EXPO Express** [https://issuu.com/  
unitedmotorcoachassociation/](https://issuu.com/unitedmotorcoachassociation/)



## 2025 Ad Rates

Size/Position	Dimensions (WxH)	Member Price	Non-Member Price
Back Cover	8" x 10.5"	\$4,200	
Inside Front Cover	8" x 10.5"	\$2,625	
Inside Back Cover	8" x 10.5"	\$2,625	
Full-Page	8" x 10.5"	\$2,100	\$2,842
Half-Page	8" x 4.875"	\$1,270	\$2,007
Quarter-Page	3.875" x 4.875"	\$795	\$1,535

## Add

<b>Add Digital Retargeting</b> everyday for 90 days, (Jan-Mar 2025) to the Motorcoach Industry.	\$3,000
<b>Add an Email Campaign</b> — Send 3 emails with your content to our list.	\$2,395

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### FULL PAGE

LIVE AREA

8" wide x 10.5" high

WITH 1/8 inch bleed

8 3/4" wide x 11.25" high

TRIM SIZE:

8.5" x 11"

### 1/4 PAGE

VERTICAL

3.875" x

4.875"

### 1/2 PAGE

HORIZONTAL

8" x 4.875"

