



PUBLISHER'S NOTE

What...No More Classified Ads?

**GARY HATT**

“ In the August issue of BCM, we consolidated all the Event listings into one place, on our website. We decided that including the same information in our magazine that is already on our website was just duplicate work and made it difficult when we had to make changes to any events.

If any Events change now, we only have to make changes in one place instead of two places, thereby reducing potential errors and possible confusion. This way too, our readers do not have to wait until the following month to see any additions or changes as they are immediately updated on the website as soon as we hear about them.

In this issue, we are doing the same thing with Classified Ads. We decided it would be better for everyone if all the Classified Ads were consolidated into one place. This will make them easier to maintain and update. Whenever there are updates on bus prices, or if we receive additional information or better photos from the seller, we will promptly make these changes on the website for everyone to see.

When I took over this magazine in 2012, we only had two to three pages of Classified ads, but it slowly grew to many more pages over the past ten years. Last month we had over 12 pages of buses for sale, and it became a sizeable chore to lay them all out so they would look nice in the magazine and include all the necessary information. Again, all this information was already on the BCM website.

We also share our Classified Ad information on all our social media platforms including [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#), [LinkedIn](#), and our own Forum, which gets close to 1 million page views each month. So, all buses listed for sale are seen by many more people than just those who read BCM each month.

Therefore, starting with this issue, we will discontinue listing Classifieds in the magazine as this information is already listed on our website. From now on, in the magazine, there will only be a note with a link to the URL to take you to the Classified Ad page on our website, where all buses for sale are listed with much more information than we could ever include in the magazine.

If you have a bus that you would like to sell, please go to the Classified Ad page on our website and click on the button at the top to List Your Bus and we will review it to ensure we have all the necessary information and a day or two later, your bus will appear on our website. The cost is only \$99 for an entire year, including promoting it on our social media and our very active Forum.

If anything changes regarding your Classified Ad, simply use the [Contact Us](#) button at the top of the page, choose the Classified Advertising option, and let us know what you would like changed and we will do the rest for no additional charge, or of course, you can also call us and we will change it for you.

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MAGAZINE CONTACTS

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Tasks performed in maintaining, altering and using vehicles may require specialized skills and involve inherent risks to the person doing the work or to the safe operation of the vehicle. It is the reader's responsibility to assess their own skills to determine if they can perform any such task and to seek professionally trained assistance if needed.

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