

Advertising Info and Specifications

(352) 393-7830 • Effective October 2010

Market Info

The City of Gainesville RTS is the best alternative transportation in Gainesville, with more than 25 fixed routes throughout the city and University of Florida. RTS provides more than 9 million rides per year to the students and residents of Gainesville, and has the 13th youngest demographic market in the U.S. RTS communicates with the public primarily through its printed schedules (3 times/year) and its website which receives over 2 million hits per month.

Schedule Distribution & Publication

Issue	Publishes	Deadlines	Distribution
Fall	August	July 15	40,000
Spring	January	December 1	35,000
Summer	May	April 1	25,000

Dates

Schedules are distributed throughout the University of Florida at more than 40 campus locations, including student orientation events, the student registration office, the student union, and student housing locations. Distributed to over 100 apartment complexes. Distributed throughout the city at libraries, hospitals, government buildings and more.

Terms and Conditions

Rates represent space only. A 15% agency commission is available to qualified agencies. Non-payment or delinquent payment may result in cancellation of advertising. An advertising company placing advertisement on behalf of another entity agrees to be jointly, severally and directly liable to RTS for the payment and performance of each obligation of advertiser under this agreement.

Advertising is subject to content and design requirements set forth by the City of Gainesville RTS prior to production. The City of Gainesville RTS does not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any advertising that contains explicit sexual material; nor does RTS accept advertising for or against any political candidate, political issue, religion or religious issue. Advertising may be subject to other conditions as required by RTS or the City of Gainesville.

Advertiser or advertising agency agrees to furnish own display material. All production provided by advertiser. All material must be delivered to designated locations 10 working days prior to campaign start date. If the bus is inoperable for any reason during the contract term for exterior ads, the contract will be extended for an equivalent length of time. The City of Gainesville RTS will replace any damaged exterior bus wrap advertising graphics at its expense.

Contact

Theresa Harrison
Advertising Sales, Public Outreach Events
 352.393.7830 | harrisonsc@cityofgainesville.org

Ads may be mailed to Theresa Harrison at:
 100 SE 10th Ave., Gainesville, FL 32601

Advertising Specs

Inside Page:

Full Page - 7.125" x 9.5" (no bleed)
 Half Page - 7.125" x 4.5" (no bleed)

Back Cover:

Bleed Size - 8.75" x 11"
 Trim Size - 8.25" x 10.5"
 Live Area - 7.125" x 9.5"

Web Banner:

290 pixels wide x 100 pixels high, 72 dpi. Send in .jpg, .gif, animated .gif or .png file format. Files under 50K are preferred.

Electronic File Formats

Print-optimized PDF with fonts embedded, .jpg or .tif files are preferable. All files must be CMYK and 170 dpi or higher.

PSA Terms

In order to qualify as a public service organization, the following must apply:

- The organization must be a 501(c)3 charitable, non-profit or public service organization.
- The organization's purpose must be to serve the social needs of the community.
- All of the organization's funds after deducting administration fees must serve the community's social needs.
- No other advertising is being purchased from other media at full rate.
- Ad space is provided by the City of Gainesville RTS on an availability basis and is preemptible by full-rate advertisers.
- A 15% agency commission is not available for public service advertising.
- PSA rates not available for full bus wraps, print or web advertising.

everything you need to know...

www.GO-RTS.com