

Bus Wrap Program Advertising Rates

(352) 393-7830 • Effective July 2009



Ad Space Only

This rate DOES NOT INCLUDE design, production or installation costs. Advertiser is responsible for design, production and installation. RTS can provide contact information to advertiser and will assist with installation arrangements. Price includes removal of wrap after contract ends.

	1 BUS	2-5 BUSES
One Semester (17 weeks) Additional weeks available	\$6500 \$400 /additional week	\$5500 ea. \$325 /additional week
Two Semesters* (34 weeks) <i>* Limited to 5 buses</i> Additional weeks available	\$5000 /semester (\$10,000 ea. total) \$300 /additional week	\$4200 ea./semester (\$8400 ea. total) \$250 /additional week
Three Semesters* (52 weeks) <i>* Limited to 5 buses</i> Additional weeks available	\$4400 /semester (\$13,200 ea. total) \$250 /additional week	\$3700 ea./semester (\$11,100 ea. total) \$220 /additional week

Minimum - 17 week run (one semester)

All installation agreements must be finalized and confirmed 10 working days prior to campaign start date.

Terms

- 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 the City of Gainesville 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.
- If the bus is inoperable for any reason during the contract term, 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.
- A 15% agency commission is available to qualified agencies. Non-payment or delinquent payments 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.

Contact

To verify availability contact:
RTS Marketing Specialist, Theresa Harrison
Regional Transit System, Station 5
P.O. Box 490, Gainesville, FL 32602-0490
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