

# Print/Website Advertising

(352) 393-7830 • Effective July 2009

## Market Info

Gainesville is a center of education, medicine, cultural events and athletics. The City of Gainesville RTS is the best alternative transportation in Gainesville, providing over 25 different fixed routes throughout the city and University of Florida. This equates to more than 9 million rides per year provided by RTS.

The City of Gainesville RTS printed schedules are the main communication to the riding public. Because of this and the high student population, RTS provides a new printed schedule three times per year. Each printed schedule contains complete route information for all RTS services.

## Distribution

**Fall** 50,000 City and Campus Bus schedules  
**Spring** 45,000 City and Campus Bus schedules  
**Summer** 35,000 City and Campus Bus schedules

Distributed throughout the University of Florida at over 40 campus locations, including student orientation events and preview days, 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.

## Upcoming Publication Dates

Issue	Publishes	Deadlines
Fall	August	July 15
Spring	January	December 1
Summer	May	April 1

## Advertising Rates

### Fall and Spring Schedules

Back Cover, Full-Page, 4-color: \$1250  
 Full-page, 4-color on Inside Page: \$1000  
 Half-page, 4-color on Inside Page: \$550  
 \*Web Banner on RTS Homepage linking to advertiser's website: \$300

### Summer Schedule

Back Cover, Full-Page, 4-color: \$900  
 Full-page, 4-color on Inside Page: \$700  
 Half-page, 4-color on Inside Page: \$375  
 \*Web Banner on RTS Homepage linking to advertiser's website: \$150

### Semester Combo Rate

Advertisers who run in both fall and spring semester schedules will receive a 5% discount on ad rates quoted above. Advertisers who run in all three semester schedules will receive a 10% discount.

\* Web Banner - 6 available per semester

## 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.

## 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:

175 pixels wide x 90 pixels high, 72 dpi

## 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.

## Where to Send Ads

Ads may be emailed to [harrisontc@cityofgainesville.org](mailto:harrisontc@cityofgainesville.org). Please call 352.393.7830 with any questions.

## Contact

To verify display size, availability and art/production requirements contact:

### Theresa Harrison

**Advertising Sales, Public Outreach Events**  
 352.393.7830  
[harrisontc@cityofgainesville.org](mailto:harrisontc@cityofgainesville.org)