

# ADVERTISING RATE SHEET Bus Exteriors

Advertising contracts run in 30-day increments and can begin on the 1st or the 15th of the month. Rates do not include production of the ads; MTD needs to receive the ads ready for posting. The 60-foot bus fleet is not routinely used May15-August 15, so advertising is not sold on these buses during those months. Ask about advertising on MTD's STOPwatch real-time information kiosks, on the MTD website, and in the Maps and Schedules book. MTD's partner Commuter Advertising offers on-board, geotargeted audio advertising options.



Champaign-Urbana Mass Transit District  
Contact: Lisa Meid, Communications Director  
217.384.8188 advertising@cumtd.com

## EXTERIOR BUS ADVERTISING

### 40-Foot Bus Rates

(rate is for one exterior space per 30 days)



#### 40-Foot Streetside King (144"W X 30"H)

##### 30-Day Rate per Ad

Unit	30 or 60 Days	90-150 Days	180-330 Days	360 Days+
1	\$125	\$120	\$115	\$110

#### 40-Foot Curbside Queen (88"W X 30"H)

##### 30-Day Rate per Ad

Unit	30 or 60 Days	90-150 Days	180-330 Days	360 Days+
1	\$115	\$110	\$105	\$100



#### 40-Foot Taillight (66"W X 21"H)

##### 30-Day Rate per Ad

Unit	30 or 60 Days	90-150 Days	180-330 Days	360 Days+
1	\$125	\$120	\$115	\$110

#### 40-Foot Petite Tail (66"W X 15"H) - These small tails are found on MTD's 2013 and newer 40-foot Hybrid Buses

##### 30-Day Rate per Ad

Unit	30 or 60 Days	90-150 Days	180-330 Days	360 Days+
1	\$90	\$85	\$80	\$75

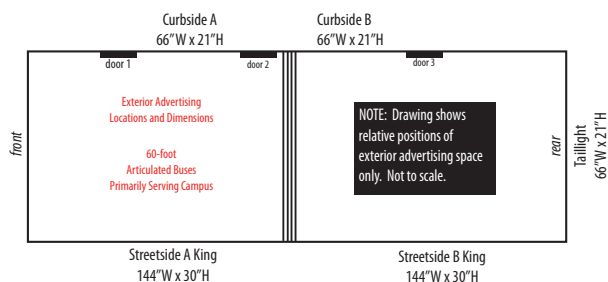


### 60-Foot Articulated Bus Rates

(rate is for any one exterior space per 30 days)

##### 30-Day Rate per Ad

Unit	30 or 60 Days	90-150 Days	180-240 Days
1	\$250	\$245	\$240



please see other side for 40-foot bus and 60-foot bus Interior Bus Advertising Rates

rates effective July 1, 2013

ADVERTISING RATE SHEET

Bus Interiors

*Note: Rates do not include production*



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INTERIOR BUS ADVERTISING

Interior Advertising

Rate is for a set of interior ads per 30 days

40-Foot Community Buses - (11"H X 17"W)

Number of Ads: One Ad on 90 Buses  
(actual number of buses is 90)

30 or 60 Days.....	\$250/30 Days
90, 120, or 150 Days.....	\$245/30 Days
180-330 Days.....	\$240/30 Days
360 Days+ .....	\$235/30 Days



60-Foot Articulated Buses - (11"H X 17"W)

Number of Ads: One Ad on 16 Buses  
(actual number of buses is 16)

30 or 60 Days.....	\$125/30 Days
90, 120, or 150 Days.....	\$120/30 Days
180, 210, or 240 Days.....	\$115/30 Days

# BUS ADVERTISING SPECIFICATIONS



## SIZES

### 40-Foot Bus Exteriors

Streetside King: 144"W x 30"H (live 140" x 26"; full bleed)  
Curbside Queen: 88"W x 30"H (live 84" x 26"; full bleed)  
Taillight: 66"W x 21"H (live 62" x 17"; full bleed)  
Petite Taillight: 66"W x 15"H (live 62" x 11"; full bleed)

### 60-Foot Bus Exteriors

Streetside King: 144"W x 30"H (live 140" x 26"; full bleed)  
Curbside Tail-Sized: 66"W x 21"H (live 62" x 17"; full bleed)  
Taillight: 66"W x 21"H (live 62" x 17"; full bleed)

### Interiors - All Buses

17" wide x 11" high (live 15" x 10"; full bleed)

## EXTERIOR ADS - MATERIAL SPECIFICATIONS

Exterior ads must arrive at MTD in one piece on coroplast (or equivalent material) of 4 mm minimum thickness. Streetside king ads may be delivered in two pieces. Advertiser may choose to print directly on the coroplast or on pressure-sensitive vinyl adhesive material (e.g. 3M or FLEXcon) adhered to coroplast. UV-resistant inks suitable for outdoor use are recommended. Long-term postings should consider using an over-laminate. MTD is not responsible for the failure of the sign due to use of materials not suitable for outdoor posting. A 45° corner angle should be cut one inch from one corner to facilitate placement in the bus sign frame.



## INTERIOR ADS - MATERIAL SPECIFICATIONS

Interior ads must arrive at MTD ready to be posted. Ads must be reproduced on cardstock at a minimum. Other acceptable materials include polystyrene or lexan. MTD is not responsible for the failure of the sign due to use of inadequate materials.



## DELIVERY

### Exterior Ads

MTD Maintenance Department  
Attention: Night Maintenance Supervisor  
803 E. University Avenue  
Urbana, IL 61802

### Interior Ads

MTD Operations and Administration  
Attention: Communications Director  
1101 E. University Avenue  
Urbana, IL 61802

*Ads must be delivered a minimum of three days prior to contract start date.*



Champaign-Urbana Mass Transit District

## BUS ADVERTISING

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## EXTERIOR

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## PRODUCTION RESOURCES

Production of advertising pieces for the exterior of Champaign-Urbana Mass Transit District (MTD) vehicles may be accomplished by the vendor of the advertiser's choice. There are many vendors qualified to produce these materials to MTD's specifications. Following is a contact list for vendors with whom MTD has worked in the past. This list is provided to help your search for a qualified vendor as easy as possible. You are encouraged to research qualified vendors to find the most cost-effective and responsive. MTD endorses no particular vendor more than another and assumes no responsibility for the quality of their work.



### Dean's Graphics

3103 Research Road  
Champaign, IL 61822

217.363.1390

[www.deans-graphics.com](http://www.deans-graphics.com)

### DynaGraphics

3220 N. Woodford  
Decatur, IL 62526

217.876.9950

[www.dynafast.com](http://www.dynafast.com)

### GH Imaging

444 Irwin Avenue  
Muskegon, MI 49442

800.678.4041

[www.ghimaging.com](http://www.ghimaging.com)

### Martin Graphics

808 N. Country Fair Drive  
Champaign, IL 61821

800-633-1163

[www.martingraphics.com](http://www.martingraphics.com)

### Twin City Tent and Awning

TCT&A Industries  
308 E. Anthony Drive  
Urbana, IL 61801

217.328.5749

[www.awning-tent.com](http://www.awning-tent.com)

### UpClose Marketing and Printing

120 West White St.  
Champaign, IL 61820

217.359.3200

[www.upcloseprinting.com](http://www.upcloseprinting.com)



Questions? Contact Lisa Meid, Communications Director, at 217.384.8188 or [advertising@cumtd.com](mailto:advertising@cumtd.com).



**CHAMPAIGN-URBANA MASS TRANSIT DISTRICT  
TERMS AND CONDITIONS OF ADVERTISING SERVICE**

1. The Advertiser agrees to furnish cards or posters for said advertising and to deliver the same to the MTD (803 E. University Ave., Urbana, IL 61802) at least ten (10) working days before the installation date, without expense to the MTD. The text and illustrations on the cards and/or posters and the paper and/or display material used shall be subject to the MTD Advertising Guidelines and the MTD's decision as to acceptability shall be final.
2. Loss of service due to failure of the Advertiser to furnish cards or posters as provided above for installation on the stated commencement date shall be the Advertiser's loss. The advertiser's failure to timely furnish cards or posters for all contracted vehicle spaces shall constitute a partial breach of contract and entitle the MTD to offer the unused space to other interested parties. The MTD will issue a credit to advertiser in an amount equal to fees received from others for the unused portion of advertiser's contract.
3. Should the Advertiser's cards or posters be damaged, defaced, mutilated, or spoiled by reason of storm, flood, strikes, ordinary wear and tear, or any other cause, replacement cards or posters shall be furnished by the Advertiser upon the MTD's request, without liability or expense on the part of the MTD.
4. Advertiser shall indemnify and save harmless the MTD against any liability to which the MTD may be subjected by reason of the advertising material displayed under this contract, including but not limited to liability for infringements of trademarks, trade names, copyrights, invasion of privacy rights, defamation, illegal competition or trade practices, as well as including all costs and attorney's fees incurred in defending such action.
5. Loss of service due to strike, lockout, fire, flood, riot or other causes beyond the control of the MTD shall not constitute breach of this agreement, but in such event, Advertiser shall be entitled to a pro rata credit for such loss or, at the option of the MTD, additional service or an extension of the term of service equivalent to the service lost.
6. In the event the MTD or its representatives shall at any time disapprove any advertisement, the MTD shall have the right to remove said advertisement forthwith. The MTD accepts this contract subject to all Federal, State, and Municipal laws and regulations with respect to the advertising matter to be displayed. In the event such advertising becomes illegal, the MTD reserves the right to terminate same, and the Advertiser shall receive a pro rata credit from the date of removal of such advertisement.
7. The MTD reserves the right to cancel this contract any time upon default by the agency and/or Advertiser in the payment of bills, or other breach, or in the event of any material violation on the part of the Agency and/or Advertiser of any of the conditions herein named and upon such cancellation, all advertising done hereunder, including short term rates or other charges under this contract, and unpaid, shall become immediately due and payable. No waiver of any term or condition of the MTD's advertising service or agreement, including acceptance of late payment, shall be construed as a waiver of any other term or condition, including timeliness of payment. In the event of any such breach or breaches, the MTD shall be discharged from any obligation to continue to display the Advertiser's copy; and, in the event of suit for collection of unpaid accounts, all costs of suit, including reasonable attorney's fees, may be added to the monies owed.

**CHAMPAIGN-URBANA MASS TRANSIT DISTRICT  
TERMS AND CONDITIONS OF ADVERTISING SERVICE**

8. The MTD shall not be responsible for cards or posters not reclaimed by the Advertiser within ten (10) days after expiration of the contract. The MTD shall not be responsible for the return of any posters already mounted (i.e. pasted or similarly affixed to panels owned by MTD).
9. Contract is not assignable by the Advertiser.
10. Contract becomes effective when executed by the MTD and contains the full agreement of the parties, and no other representation or assurance, verbal or written, shall affect or alter the obligation of either party hereto.
11. Either party may cancel the contract without prejudice after completion of any month's service by giving at least sixty (60) days written notice; however, in such event, the Advertiser shall pay the short rate as published.
12. Any bill rendered to the agency and/or Advertiser shall be conclusive as to the correctness of the items therein set forth and shall constitute an account stated unless written objection is made thereto by the agency and/or Advertiser within thirty (30) days from the rendering thereof.
13. Advertiser's cards or posters must meet all MTD Advertising Guidelines. MTD reserves the right to reject or remove any advertising which it deems not to be in full compliance with these guidelines. It is the responsibility of the advertiser to review cards/posters with MTD prior to production to ensure compliance.

**CHAMPAIGN-URBANA MASS TRANSIT DISTRICT  
ADVERTISING GUIDELINES**

1. All commercial advertising must be truthful. False, deceptive or misleading commercial advertising is not permitted. All advertising must comply with all applicable laws and regulations.
2. Advertising containing copy and/or art which is legally obscene or sexually explicit is not permitted. Copy and/or art which portrays violent acts or other graphic violence, including the depiction of bodies, body parts, and fetuses which are in states of mutilation, dismemberment, disfigurement, and/or decomposition is not permitted. Advertising for tobacco, recreational or medical marijuana, and/or alcohol beverage products is not permitted.
3. Advertisements promoting contests must comply with all applicable laws and regulations. The contest sponsor must indemnify the MTD from any claim or legal action against the MTD involving any contest advertisement placed in the MTD system.
4. If an advertisement contains a testimonial then, upon request, the sponsor shall provide to the MTD documentation that the person making the testimonial has authorized its use in the advertisement. The sponsor shall indemnify the MTD against any legal action by any person quoted or referred to in any testimonial advertisement placed in the MTD system. Such indemnity shall be in the form and substance acceptable to the MTD.
5. Illustrations or references which encourage persons to refrain from using safety precautions are not permitted.
6. Commercial advertising offering premiums or gifts must not misstate their value.
7. Use of MTD graphics, explicit MTD references or representations, or indirect references to the MTD in advertising are subject to approval by the MTD.
8. Advertisements containing issue advocacy or political advocacy are not permitted, except for advertisements by or on behalf of specific political candidates, which must contain the following statement: "Paid Political Advertisement. No CUMTD endorsement implied."
9. No implied or declared endorsement of any product or service by the MTD is permitted.
10. Advertisements advocating or proposing transactions which would constitute unlawful discrimination, or which would be illegal for any other reason, are not permitted. Advertisements which are directed to inciting or producing imminent lawless or discriminatory action and which are likely to incite or produce such action are not permitted. Advertisements containing profanity, defamatory or inflammatory statements directed at any individual or group, including but not limited to statements referencing a person's or people's race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital or parental status, military discharge status or source of income, are not permitted.
11. Prior to installation, the camera-ready artwork and copy must be submitted to the MTD for approval, based on these guidelines.
12. The MTD reserves the right to reject or remove any advertising which it deems not to be in full compliance with these guidelines. The MTD's Managing Director or his designee shall make the final determination as to whether such advertising meets the guidelines.