



Shuttle Bus Advertising Guidelines

Purpose

Advertising on University of Alaska Fairbanks shuttle buses is designated for on-campus university programs (including entities with university contracts, student organizations & functions) and community businesses on a first come first served basis.

Market

UAF Shuttles travel 175,000 miles per year

More than 260, 000 passengers a year

Up to 1800 Riders per day

Interior Signs

Interior Frames

Size

Ad frames on the buses are set up to handle 11 inch tall signs. A standard size ad is 11 x 17. All ads must be printed on paper with a standard dimension of 11 x 17 inches and then laminated to a finished size of 11 3/8 x 17 3/8 inches.



Stair Facings

Size

4 inches tall x 28 inches wide



UAF Shuttles

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Exterior Signs

Perforated printed window tinting.

Rear Window

18 ½ inches tall x 56 inches wide



Large Side window

30 inches tall x 48 inches wide

One each bus curbside



Small Side window

Fords

17 ½ inches wide x 39 inches tall

2 Streetside

27 inches wide x 30 inches tall

3 Streetside



Internationals

27 inches x 30 inches

6 Streetside

26 inches x 29 inches

2 Curbside



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Content Guidelines

All ads are subject to approval by the Business Manager of FS-Auxiliary and Contract Services or appropriate staff before display. No Political Advertising will be accepted. Ads posted from a bar or drinking establishment must follow these guidelines:

All ads must be focused on the program (i.e. band, performance, etc.) being advertised and NOT on drink specials or drinking related activities.

All ads must contain a moderation message in regards to responsible drinking.

Scheduling

All ads will be posted on a Monday-to-Sunday basis only.
All ad scheduling will be on a first come first served basis.

Fees

A bus advertising fee will be charged per week to any community, or business organization wanting to advertise.
There will be no charge to university organizations who want to advertise on the buses. There are a limited number of spaces per week. University Organizations are responsible to cover all printing costs for their ads.

Payment

Payments may be made in cash, check or credit card (Visa/MasterCard)

Terms:

30 days from invoice date. Prepayment required from individuals or first-time advertisers.



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Advertising Price Charts

Interior Signs				
Quantity	Description	Price each/Week		Min Qty
1 per bus	Poster	\$	5.00	6
2 per bus	Poster	\$	4.00	12
1 each	Stair Riser	\$	2.50	6

Exterior Signs				
Quantity	Description	Price each/Week		Min Qty
1 each	Rear Window	\$	50.00	1
1 per bus	Rear Window	\$	40.00	7
1 each	Large Side Window	\$	50.00	1
1 per bus	Large Side Window	\$	40.00	7
1 each	Small Side Window	\$	30.00	1
1 per bus	Small Side Window	\$	24.00	7

All Exterior Signs Minimum Posting Period 4 weeks

Discounts	
Full Semester (Fall or Spring)	15%
Full School Year	20%
Annual Purchase	25%
Summer Week Purchase	40%

Discounts can not be combined.

Sign production is responsibility of advertiser.

Contact Information

Contact **UAF Shuttles** with questions or to arrange for add placement.

Phone: 907-474-6414

Email: uaf-shuttles@alaska.edu

Address: 803 Alumni Drive, Box 757380, Fairbanks, AK 99775-7380

Website: www.uaf.edu/fs/services/shuttle-bus.php



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