

# Shuttle Bus Advertising Guidelines

# Purpose

Advertising on University of Alaska Fairbanks shuttle buses is designated for oncampus 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**



# **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





## **UAF Shuttles**



#### **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.

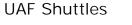
## **Payment**

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.







# **Advertising Price Charts**

| Interior Signs |             |       |             |         |  |  |  |
|----------------|-------------|-------|-------------|---------|--|--|--|
| Quantity       | Description | Price | e 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           |     |  |  |  |

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





