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 is an AA/EO employer and educational institution.
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

UAF is an AA/EO employer and educational institution.
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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Price each/Week</th>
<th>Min Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 per bus</td>
<td>Poster</td>
<td>$5.00</td>
<td>6</td>
</tr>
<tr>
<td>2 per bus</td>
<td>Poster</td>
<td>$4.00</td>
<td>12</td>
</tr>
<tr>
<td>1 each</td>
<td>Stair Riser</td>
<td>$2.50</td>
<td>6</td>
</tr>
</tbody>
</table>

### Exterior Signs

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
<th>Price each/Week</th>
<th>Min Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 each</td>
<td>Rear Window</td>
<td>$50.00</td>
<td>1</td>
</tr>
<tr>
<td>1 per bus</td>
<td>Rear Window</td>
<td>$40.00</td>
<td>7</td>
</tr>
<tr>
<td>1 each</td>
<td>Large Side Window</td>
<td>$50.00</td>
<td>1</td>
</tr>
<tr>
<td>1 per bus</td>
<td>Large Side Window</td>
<td>$40.00</td>
<td>7</td>
</tr>
<tr>
<td>1 each</td>
<td>Small Side Window</td>
<td>$30.00</td>
<td>1</td>
</tr>
<tr>
<td>1 per bus</td>
<td>Small Side Window</td>
<td>$24.00</td>
<td>7</td>
</tr>
</tbody>
</table>

All Exterior Signs Minimum Posting Period 4 weeks

### Discounts

<table>
<thead>
<tr>
<th>Description</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Semester (Fall or Spring)</td>
<td>15%</td>
</tr>
<tr>
<td>Full School Year</td>
<td>20%</td>
</tr>
<tr>
<td>Annual Purchase</td>
<td>25%</td>
</tr>
<tr>
<td>Summer Week Purchase</td>
<td>40%</td>
</tr>
</tbody>
</table>

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](mailto:uaf-shuttles@alaska.edu)

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

Website: [www.uaf.edu/fs/services/shuttle-bus.php](http://www.uaf.edu/fs/services/shuttle-bus.php)