Advertising Guidelines

Address
5 South Hall
1 Shields Ave
University of California, Davis
Davis, CA 95616

Email
advertising@unitrans.ucdavis.edu

Phone
(530) 754-5838

Website
https://unitrans.com
Advertising Guidelines
2020-2021

Unitrans operates a fixed-route transit service in Davis, California, serving over 29,000 students at the University of California, Davis, and 60,000 residents in the community of Davis. The system is almost entirely operated by UC Davis students, including bus drivers, supervisors, and managers. Normal daily ridership is over 23,000 passengers on our eighteen routes (during the regular school year), with an annual ridership of greater than 4 million passengers. Buses run from 7:00am to 10:30pm (Double-Deckers run until 7:00pm), ensuring maximum advertising exposure to the student population and community of Davis. Our routes serve the Downtown area and all major apartment and student living areas, running throughout the entire city and the core of the UC Davis campus. More information can be found at unitrans.ucdavis.edu.

Advertising space is available on the interior of 37 single-deck buses, the exterior of 4 modern double-deck buses, and the exterior of 37 single deck buses. Available space can be purchased per academic year with current clients having first priority for renewal of their contracts, and any available space will be given to potential customers according to the order of the waiting list. It is the responsibility of the client to design and produce their advertising media at their cost.

Advertising Contract Dates

Start: Wednesday, September 30, 2020
End: Tuesday, June 30, 2021

- **July 29**: All current clients receive first notification of contract renewal option
- **August 10**: All clients must have responded with a request to renew by this date
- **August 24**: Contract signed and submitted to Unitrans by this date.
- **September 16**: Advertising media must be printed by client and delivered to Unitrans Maintenance Facility by this date. Otherwise, client is subject to a $150 late fee.
Payment Options

All checks shall be made out to ASUCD Unitrans.

All credit cards must be processed through the Unitrans Business Office, (530) 752-2877

UC Davis departments shall provide a departmental recharge number at the time of contract execution.

Payments must be received on or before August 24, 2020, which is the deadline for contract execution and submittal.

Exterior Advertising

There are currently four modern double deck buses, and 37 single deck buses available to run in regular service. Each Exterior Package consists of one sign placed on each of the four modern double deck buses, or the 40 single deck buses. No refunds will be given for buses that might be pulled out of service for routine repair and maintenance.

Materials

The exterior signs must be printed on 3M IJ40C with a gloss laminate using a Roland Solvent Ink or similar materials to not damage the paint on the bus.

Dimensions for modern double deck buses

<table>
<thead>
<tr>
<th></th>
<th>L x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior Side Large</td>
<td>70” x 30”</td>
</tr>
<tr>
<td>Exterior Rear Small</td>
<td>50” x 30”</td>
</tr>
</tbody>
</table>

Dimensions for single deck buses

<table>
<thead>
<tr>
<th></th>
<th>L x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior Passenger Side Poster</td>
<td>40” x 30”</td>
</tr>
</tbody>
</table>
Interior Advertising

Interior spaces are available on all New Flyer single deck buses. An interior package consists of one card poster placed on each available single deck bus. There are three posters listed below.

➤ Availability

Some buses have lower advertising capacities than others. Thus, some buses will not be available for advertising.

**Availability dates and the number of available buses is subject to change. Refunds will not be given for these changes.

➤ Materials

Advertisements must be printed on flexible material with 1/16” thickness. Please consult with the Unitrans Ad Sales Representative if there any question about this – if the posters are too thick or thin, they will not fit!

➤ Dimensions for single deck buses

<table>
<thead>
<tr>
<th>Package</th>
<th>L x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Interior</td>
<td>30” x 11”</td>
</tr>
<tr>
<td>20 Inch Interior</td>
<td>20” x 11”</td>
</tr>
<tr>
<td>15 Inch Interior</td>
<td>15” x 11”</td>
</tr>
</tbody>
</table>

**If laminated, the lamination border may not be greater than 1/8” and must be included in the 11” height measurement.
Online Advertisements
More information coming soon.

Political Advertisements
All political advertisements must have “A paid political advertisement” printed on the sign in the lower right corner spaced three inches from the borders. Lettering must be no smaller than 2” in height and must be printed in contrasting color to the sign’s base coat.

Interior Package Definitions & Rates

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half 15” inch Interior Package</td>
<td>One 15” w x 11” h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet</td>
<td>$530</td>
</tr>
<tr>
<td>Half 20” inch Interior Package</td>
<td>One 20” w x 11” h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet</td>
<td>$716</td>
</tr>
<tr>
<td>Half Interior Package</td>
<td>One 30” w x 11” h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet</td>
<td>$900</td>
</tr>
<tr>
<td>Full Interior Package</td>
<td>Two 30” w x 11” h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

Exterior Package Definitions & Rates

<table>
<thead>
<tr>
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<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Double Deck Exterior Small</td>
<td>One 50” w x 30” h sign displayed on the exterior of each available modern double-deck bus in Unitrans’ fleet</td>
<td>$2,400</td>
</tr>
<tr>
<td>Single Deck Exterior</td>
<td>One 40” w x 30” h displayed on the exterior of half of the available single deck buses in Unitrans’ fleet.</td>
<td>$3,000</td>
</tr>
<tr>
<td>Modern Double Deck Exterior Large</td>
<td>One 70” w x 30” h displayed on the top deck exterior of each available modern double deck bus in Unitrans’ fleet.</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

$150 Switching Fee
(Applied each additional time signs are replaced (with the exception of sign repair)
Advertising Contract Agreements: Roles & Responsibilities

The client understands and shall be responsible for the following:

- The client shall be responsible for design, production, and delivery of all advertising media, including the cost thereof. All signs must meet Unitrans specifications as stated in the Unitrans Advertising Guidelines. No later than September 16, 2020 the client must deliver the signs to:

  Unitrans Maintenance Facility  
  800 Garrod Road,  
  Davis, CA 95616

  The client understands that Unitrans is not responsible for signs that are tampered with, stolen, lost, or destroyed in any way. If a sign must be repaired or replaced, it must be done so at the client’s cost within 10 business days after notification. If the sign is not repaired or replaced within 10 business days after notification, the client forfeits their advertising space and will not be refunded any money already paid.

- The client understands that buses must be taken out of service for regular or unexpected maintenance and repairs. No refund will be given for the reduction in advertising service resulting from a bus that is temporarily removed from service for routine maintenance and repairs.

Unitrans understands and shall be responsible for the following:

- Unitrans shall be responsible for the placement and removal of signs on Unitrans fleet vehicles and the storage of the signs up for 30 days after the expiration of the contract. At the client’s request, all advertising media shall be returned to the client at the end of the ad sales period.

- Unitrans shall inspect all advertisements prior to their placement. Unitrans reserves the right to refuse any advertiser or advertisement on any basis. This includes but is not limited to refusal of lewd, offensive, or otherwise inappropriate advertisements.

- Unitrans shall inspect all signs at least once per UC Davis’ academic Fall, Winter, and Spring quarters for any missing or damaged signs and contact the client for replacements if necessary.
Advertising Contract Agreements

I understand and agree with the Unitrans Advertising Guidelines for 2020-2021.
This contract is void unless signed by all three parties.

__________________________________________________________  _____________________________
Client (Signature)  Date

__________________________________________________________  _____________________________
Client (Print Name)  Date

__________________________________________________________  _____________________________
Advertisement Sales Representative, ASUCD-Unitrans  Date

__________________________________________________________  _____________________________
Assistant General Manager- Administration, ASUCD-Unitrans  Date

__________________________________________________________  _____________________________
Ad Package/Total  Recharge Number (if applicable)