

ASUCD Unitrans Vehicle Wrap Policy and Guidelines

ASUCD Unitrans full vehicle wraps are available to internal UC Davis departments and external clients. Full vehicle wraps are limited to five total vehicles at any one time. To request information on vehicle wraps and availability, contact the ASUCD Unitrans Advertising Representative at advertising@unitrans.ucdavis.edu. Pricing is shown at the end of the guidelines.

Vehicle wrap graphics and design will be reviewed internally at ASUCD Unitrans and with City of Davis personnel for approval prior to finalizing an advertising agreement. Changes may be requested to the proposed wrap design which the client is responsible to respond to and update prior to finalizing an agreement. ASUCD Unitrans reserves the sole right to refuse and/or edit any advertising in accordance with its advertising policies at the discretion of Unitrans management.

The client is responsible for installation costs, removal costs, repair costs, and any damages to the vehicle due to installation, repair, or removal. Installation personnel or contractor will need to be approved by Unitrans staff prior to installation, repair, or removal. Vehicle cannot be out of service for more than 72 hours for installation, repair, or removal.

Corporate sponsored and co-sponsored advertising will be subject to market pricing and pricing will be published in the Unitrans Advertising Guidelines and Rates document each year. The guidelines are available at <https://unitrans.ucdavis.edu/about/advertising-with-unitrans/>

Reduced rates may be available to clients promoting student focused activities and services that do not have corporate sponsorship. Reduced rates will be reviewed on a case-by-case basis.

In general, vehicle wraps must be sensitive to the community environment.

Advertising will be reviewed and approved at the sole discretion of ASUCD Unitrans. Advertising may not be displayed if its contents are in direct conflict of the UC Davis Principles of Community. The following types of content will not be approved:

- Content deemed to be racist, bigoted, sexist, homophobic, or otherwise discriminatory or content that promotes ideas and beliefs rather than a product, service, event, or organization.
- Cannabis, Tobacco, and Liquor – Contains images, copy, or concepts related to the consumption of cannabis, tobacco, and liquor.
- Illegal activity - Promotes or relates to an illegal activity.
- Violence - Contains images, copy or concepts that promote guns/firearms or gun violence, or that depict weapons or other devices in an act of violence or harm on a person or animal, or contain any material that incites or encourages, or appears to incite or encourage, violence or violent behavior.
- Demeaning or disparaging matter - Contains images, copy or concepts that actively denigrate, demean or disparage any individual or group.
- Vulgarity - Contains images, copy or concepts that are obscene, vulgar, crude, sexually suggestive, indecent, profane or scatological.
- Adult entertainment and content – Promotes or displays images associated with adult book stores, video stores, dance clubs or other adult entertainment or sexually-oriented establishments, telephone services, internet sites, films, video games or escort services.
- Religion - Contains images, content or copy related to religion or religious ideas or viewpoints.

- Negative connotations of public transit - Contains images, copy or concepts that actively denigrate public transportation.
- Unsafe transit behavior – Contains images, copy or concepts that depict unsafe behaviors aboard buses or trains, or in or around transit stations or railroad tracks.
- Injurious to the City or University’s interests – Promotes products, services or other concepts that are adverse to the City of Davis’ and University of California’s commercial or administrative interests.
- University endorsement – Contains images, copy or concepts that inaccurately state or imply University’s endorsement of the subject of the advertisement.
- Harmful or disruptive to transit system – Contains material that is so objectionable as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system.

Pricing:

- \$15,000 per 12 month term
- \$1,250 per month with a minimum term of three months

As noted in the guidelines, client is responsible for installation, removal, and repair costs.

ASUCD Unitrans is the only entity that can sell, barter, reduce prices or execute an agreement. Prior to an approved agreement, ASUCD Unitrans reserves the right to make adjustments to policy at any time.

Last updated: October 2020