



asucd CITY OF DAVIS  
**UNITRANS**

# Advertising Guidelines



## **Address**

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

## **Email**

[advertising@unitrans.ucdavis.edu](mailto:advertising@unitrans.ucdavis.edu)

## **Phone**

(530) 754-5838

## **Website**

<https://unitrans.ucdavis.edu>



# Advertising Guidelines

## 2021-2022

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](http://unitrans.ucdavis.edu).

Advertising space is available on the interior of 32 single-deck buses, the exterior and interior of 3 vintage double-deck buses, the exterior of 4-modern double-deck buses, and the exterior of 40 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 22, 2021**

**End: Thursday, June 30, 2022**

**July 30** Current clients receive first notification of contract renewal option

**August 5** Deadline for renewing clients to submit their signed Advertising Contract Agreements to reserve advertising space or they will be moved to the bottom of the waiting list

**August 5** Waitlisted clients receive notification of available advertising space.

**August 13** Deadline for waitlist clients to submit their signed Advertising Contract Agreements to reserve advertising space, which will be assigned on a first come-first served basis.

**September 10** Advertising media must be printed by client and delivered to Unitrans Maintenance Facility by this date. Unitrans cannot guarantee that a media delivered after this date will be installed on the bus fleet by the start of Fall Quarter (Sept. 22)

# Payment Options

- All **checks** shall be made out to ASUCD Unitrans.
- All **credit cards** must be processed at the Unitrans Business Office located in South Hall, Room 5, on the UC Davis campus. For security reasons, Unitrans staff cannot take credit card information over the phone or email.
- UC Davis departments shall provide a departmental recharge number at the time of contract execution .

**Payments must be received on or before September 10, 2021.** In fairness to all ad clients, Unitrans cannot install client ad media until full payment is received.

# Exterior Advertising

There are currently three vintage double-deck buses, four modern double deck buses, and 40 single deck buses available to run in regular service. Each Exterior Package consists of one sign placed on each of the three vintage buses (three signs total), 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 vintage double deck buses

	L x H
Exterior Large	80" x 30"
Exterior Small	40" x 20"



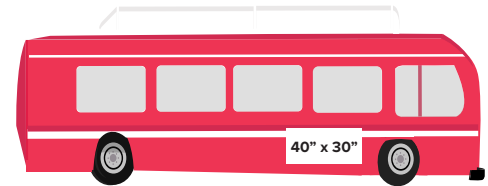
## ➤ Dimensions for modern double deck buses

	L x H
Exterior Side Large	70" x 30"
Exterior Rear Small	50" x 30"



## ➤ Dimensions for single deck buses

	L x H
Exterior Passenger Side Poster	40" x 30"



## Interior Advertising

Interior spaces are available on all New Flyer single deck buses and three vintage double-deck buses. An interior package consists of one card poster placed on each available single deck bus, or a vinyl decal placed on the top and bottom deck of each vintage double decker bus. There are three poster and one vinyl size available as listed below. Interior advertising space is not available on the modern double deck buses.

### ➤ 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 For Single Deck Bus Ad Media

**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

Package	L x H
Standard Interior	30" x 11"
20 Inch Interior	20" x 11"
15 Inch Interior	15" x 11"

**\*\*If laminated, the lamination border may not be greater than 1/8" and must be included in the 11" height measurement.**

### ➤ Materials For Vintage Double Deck Bus Ad Media

The vintage double deck interior ads must be printed 3M IJ40C with a gloss laminate using a Roland Solvent Ink or similar materials to not damage the paint on the bus.

## ➤ Dimensions for double deck buses

Package	L x H
40" inch interior	30" x 11"

## 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 1" in height and must be printed in contrasting color to the sign's base coat.

## Package Definitions and Rates

Package	Description	Price
<b>Full Interior Package</b>	Two 30"w x 11"h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans' fleet	\$1,500
<b>Half Interior Package</b>	One 30"w x 11"h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans' fleet	\$950
<b>Half 20" inch Interior Package</b>	One 20"w x 11"h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans' fleet	\$716
<b>Half 15" inch Interior Package</b>	One 15"w x 11"h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans' fleet	\$530
<b>Vintage Double Deck Interior Package</b>	Two 40"w x 8"h displayed on the lower and upper deck of the interior of each available vintage double deck bus in Unitrans fleet.	\$128
<b>Vintage Double Deck Exterior Large</b>	One 80"w x 30"h displayed on the top deck exterior of each available vintage double deck bus in Unitrans fleet.	\$2,550
<b>Vintage Double Deck Exterior Small</b>	One 40"w x 20"h displayed on the exterior of each available vintage double deck bus in Unitrans fleet.	\$800
<b>Modern Double Deck Exterior Large</b>	One 70"w x 30"h displayed on the exterior of each available modern double deck bus in Unitrans fleet.	\$3,250
<b>Modern Double Deck Exterior Small</b>	One 50"w x 30"h displayed on the exterior of each available modern double deck bus in Unitrans fleet.	\$2,400
<b>Single Deck Exterior</b>	One 40"w x 30"h sign displayed on the exterior of half of the available single-deck buses in Unitrans' fleet	\$3,000
<b>\$150 Switching Fee</b> (Applied each 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 10, 2021 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.
- The client has read the specifications, and understand that they must print at their own cost from an outside source. The client has read and acknowledged the deadlines.

## **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 2021-2022.

**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

# ASUCD-Unitrans

## Advertising Package Order Form

Complete this order form and attach to your signed Advertising Agreement Contract.

Package	Description	Price	Qty
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