



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

Phone

(530) 754-5838

Website

<https://unitrans.ucdavis.edu>



Advertising Guidelines

2022-2023

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 (pre-pandemic). 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 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 35 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 21, 2022

End: Friday, June 30, 2023

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 9 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. 21)

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 9, 2022. In fairness to all ad clients, Unitrans cannot install client ad media until full payment is received.

Exterior Advertising

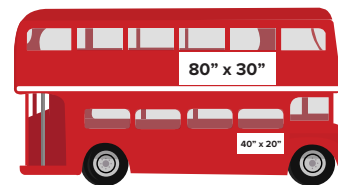
There are currently three vintage double-deck buses, four modern double deck buses, and 35 single deck buses available to run in regular service. Each Exterior Package consists of one sign placed on each of the three vintage buses (three signs total), the four modern double deck buses, or the 35 single 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"





Advertising Contract Agreements

I understand and agree with the Unitrans Advertising Guidelines for 2022-2023.

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
Full Interior Package	Two 30”w x 11”h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet (80 pieces)	\$1,500	
Half Interior Package	One 30”w x 11”h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet (40 pieces)	\$950	
Half 20” inch Interior Package	One 20”w x 11”h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet (40 pieces)	\$716	
Half 15” inch Interior Package	One 15”w x 11”h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet (40 pieces)	\$530	
Vintage Double Deck Interior Package	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. TEMPORARILY UNAVAILABLE	\$128	
Vintage Double Deck Exterior Large	One 80”w x 30”h displayed on the top deck exterior of each available vintage double deck bus in Unitrans fleet. TEMPORARILY UNAVAILABLE	\$2,550	
Vintage Double Deck Exterior Small	One 40”w x 20”h displayed on the exterior of each available vintage double deck bus in Unitrans fleet. TEMPORARILY UNAVAILABLE	\$800	
Modern Double Deck Exterior Large	One 70”w x 30”h displayed on the exterior of each available modern double deck bus in Unitrans fleet. (4 pieces - 5 pieces requested)	\$3,250	
Modern Double Deck Exterior Small	One 50”w x 30”h displayed on the exterior of each available modern double deck bus in Unitrans fleet. (4 buses - 5 pieces requested)	\$2,400	
Single Deck Exterior	One 40”w x 30”h sign displayed on the exterior of half of the available single-deck buses in Unitrans’ fleet (18 buses - 20 pieces requested)	\$3,000	