



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

2023-2024

Unitrans operates a fixed-route transit service in Davis, California, serving over 35,000 students at the University of California, Davis, and 65,000 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 nearly 20,000 passengers on our eighteen routes (during the regular school year), with an annual ridership of at least 3 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 39 single-deck buses, the exterior of 4 modern double-deck buses, the exterior of 16 single-deck buses in Fall 2023, and 29 single-deck buses in Winter and Spring of 2024. Advertising space on our vintage double-deck buses will be available soon. 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 20, 2023

End: Sunday, June 30, 2024

May 1	Current clients receive first notification of contract renewal option
June 15	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
June 15	Waitlisted clients receive notification of available advertising space.
July 15	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. 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, or by calling (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 September 9, 2023. In fairness to all ad clients, Unitrans cannot install client ad media until full payment is received.

Exterior Advertising

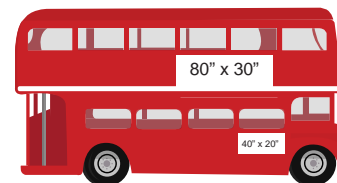
There are currently four modern double-deck buses and 29 single-deck buses available to run in regular service (only 16 single-deck buses will be available in Fall 2023, with the rest becoming available in Winter 2024). Advertising on the exterior of 3 vintage double-deck buses will be made available soon. Each exterior package consists of one sign placed on each of the four modern double-deck buses, or on 15 of the 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 (COMING SOON)

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



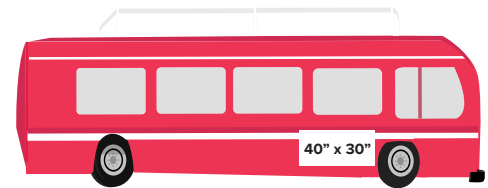
➤ Dimensions for Modern Double-Deck Buses

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



➤ Dimensions for Single-Deck Buses

	L x H
Exterior Poster	40" x 30"



Interior Advertising

Interior spaces are available on all New Flyer single-deck buses. Interior advertising for the three vintage double-deck buses will be made available soon. 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 is one 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 fewer 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.

➤ 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 are any questions 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"

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

Digital Display Advertisements (Electric Buses Only)

Advertising is available on both digital displays on our electric buses (10 total). The displays are positioned behind the drivers seat and in the middle of the bus, the perfect locations to catch all riders attention. The displays run on a 3 minute loop, with 10 second slots available for advertisers. The average rider will see any given ad at least three times per ride.



➤ Availability

Digital displays are available on all 10 of our electric buses, which represent about 20% of the current bus fleet. More electric buses will be joining the Unitrans fleet and by Fall 2024 will make up 25% of all buses.

Packages are sold on a quarterly basis (Fall, Winter and Spring). Clients can also purchase a package for one academic full year. To allow more clients the chance of advertising with Unitrans, clients are limited to one digital display ad package per quarter.

➤ Materials for Digital Display

The advertising file must be emailed to advertising@unitrans.ucdavis.edu as a JPEG with dimensions 1280 x 720 pixels. We are currently unable to accept videos or GIFs for the digital displays.

➤ Dimensions for Digital Displays

Package	L x H*	Duration
Digital Display Ad	1280 x 720 pixels	10 seconds, on a 3 minute loop

*Each display screen measures 18.5" across diagonally.

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.

Package Definitions and Rates

Package	Description	Price
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 (78 Pieces)	\$1,600
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 (39 Pieces)	\$1,000
Quarter Interior Package	One 30”w x 11”h sign displayed on the interior of each available single-deck New Flyer (2009 Models Only) bus in Unitrans’ fleet (17 Pieces)	\$600
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. COMING SOON	\$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. COMING SOON	\$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. COMING SOON	\$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).	\$3,415
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 pieces).	\$2,520
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 (15 pieces).	\$3,120
Digital Disply Ad	One 10 second, 1280 x 780 pixel digital ad, running on a 3 minute loop displayed on the TVs on all available electric buses (10 pieces). Package is for one academic quarter.	\$350
<p style="text-align: center;">\$150 Switching Fee</p> <p style="text-align: center;">(Applied each time signs are replaced during the advertising year, with the exception of sign repair)</p>		

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 9, 2023 the client must deliver the signs to:

Unitrans Maintenance Facility
800 Garrod Road,
Davis, CA 95616

Contact the ad sales representative for a list of available printing/reproduction vendors if you do not already have one.

- 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 2023-2024.

This contract is void unless signed by all three parties.

Business Name or Campus Office

Phone Number / Email Address

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 (78 pieces - 84 pieces requested)	\$1,600	
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 (39 pieces - 45 pieces requested)	\$1,000	
Quarter Interior Package	One 30"w x 11"h sign displayed on the interior of each available single-deck New Flyer bus in Unitrans' fleet (17 pieces - 23 pieces requested)	\$600	
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. COMING SOON!	\$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. COMING SOON	\$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. COMING SOON	\$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 requested)	\$3,415	
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 pieces - 5 requested)	\$2,520	
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 (15 pieces - 17 requested)	\$3,120	
Digital Display Ad	One 10 second, 1280 x 780 pixel digital ad, running on a 3 minute loop displayed on the TVs on all available electric buses (10 pieces). Package is for one academic quarter.	\$350	
Other			

Please check only one:

☐

We are a UC Davis client and have a recharge account number to give you:

☐

We will send you a check made out to "ASUCD-Unitrans".

☐

We will call your office to pay with a credit card.