

# CityLink Transit Advertising Program



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## FULL WRAP



## KING KONG



## HALF BUS



## KONG



## SMALL TAIL



## VAN TAIL



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## ***WANT YOUR BUSINESS TO GO PLACES?***

Instead of waiting for your next customer to notice your ad, why not take your ad to the customer. CityLink's fixed bus routes travel through high traffic areas of Abilene ensuring high visibility, consistent repetition and most importantly, cost effectiveness. With a population of 120,000, what better way to guarantee exposure of your message than with a "rolling billboard"?



**Fixed Route Bus**

**Van**



CityLink offers several options to fit your advertising budget. They include fixed route bus and van exteriors and fixed route bus interiors.

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## NEW REDUCED MONTHLY RATES!!!

	<b>BUS</b>	
	EXTERIOR SPACE	MONTHLY RATE
<b>FULL WRAP</b>	463 sq. ft.	\$800
<b>HALF BUS</b>	210 sq. ft.	\$400
<b>KING KONG</b>	76 sq. ft.	\$320
<b>FULL BUS TAIL</b>	54 sq. ft.	\$240
<b>KONG</b>	26 sq. ft.	\$200
<b>SMALL BUS TAIL</b>	22 sq. ft.	\$180

	<b>VAN</b>	
<b>FULL WRAP VAN</b>	285 sq. ft.	\$640
<b>VAN TAIL</b>	54 sq. ft.	\$240

The rates listed are for rental of space only and do not include production or installation of vinyl advertisement. An Agreement will be completed as coordinated by CityLink Transit prior to posting of the advertisement. Billing will be done on a monthly basis by CityLink Transit. It is the responsibility of the Advertiser to design, produce and install the vinyl ads mentioned in this agreement. The Advertiser should coordinate the installation of their ad up to seven calendar days prior to the beginning of the agreement term. All advertisements and installations of such advertisements must meet CityLink Transit's Advertising Policy. Ads should be for the purpose of promoting a business transaction or service and should avoid controversial, explicit or shock advertising tactics. The Advertiser must submit to and get approval of CityLink Transit for all ads prior to installation. CityLink Transit will make every effort to assign buses with advertising to the maximum amount of service hours given the constraints in vehicle assignment under which CityLink Transit operates. CityLink Transit does not guarantee on which vehicle or routes the advertising signs are placed.

To advertise your business or for more information, contact CityLink Transit at (325) 676-6287 or (325) 676-6609 or via email at: [robert.sharpe@abilenetx.com](mailto:robert.sharpe@abilenetx.com).

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CityLink Transit of Abilene provides over 600,000 trips each year. Bus passengers are a captive audience and are likely to read interior advertising while riding to their destinations. Interior bus posters are a cheaper alternative to gain your customers attention.

## Interior Poster Rates

The advertiser is responsible for the production of all artwork and posters to be used; all posters must be laminated, and must conform to the size shown below:



Advertisement and lamination are not to exceed 11"x17". CityLink will not accept advertising for alcohol or tobacco products. Political and religious advertisements are acceptable with certain limitations. Any ads may be rejected at the discretion of the CityLink General Manager.

Number of Posters	Total Bus Posters	Price per Month
1 poster per bus	12 Posters Total	\$25 per month
2 posters per bus	24 Posters Total	\$40 per month
4 posters per bus	48 Posters Total	\$75 per month
6 posters per bus	72 Posters Total	\$110 per month
8 posters per bus	96 Posters Total	\$145 per month
10 posters per bus	120 Posters Total	\$180 per month
12 posters per bus	144 Posters Total	\$215 per month

The minimum contract period for advertising is one month, and billing will be done on a monthly basis by CityLink.

# CityLink Transit Advertising Program

## ADVERTISING POLICY

The City of Abilene and CityLink Transit will provide only the advertising space allotted under contract to the Advertiser. The rates are for rental of space only and do not include production or installation of the vinyl advertisement.

The City of Abilene and CityLink Transit does not guarantee on which vehicle or routes the advertising signs will be placed nor guarantee that the advertisement will not be placed on the same vehicle as the Advertiser's competitor.

Advertising on all CityLink Transit vehicles shall comply with this policy. Advertising will be of reputable character and shall conform to community standards of decency as determined by CityLink Transit.

Advertisements for promotional and commercial purposes will be acceptable. Promotional advertising is defined as: "advertisements relating to the promotion of a product or organization to increase public awareness." Commercial advertising is defined as: "advertising with expressions related solely to economic interests and offers for sale of a product or service." Political advertising will be accepted but is restricted to name and photo of candidate, office, and election date. Religious advertising will be accepted but is restricted to photo pertaining to religious affiliation, name of church, address, web address, and hours of worship.

The following types of advertising will not be accepted:

- Advertising that advocates violence, crime and anti-social behavior, or presents violence or crime as erotic, entertaining, amusing or appropriate.
- Advertising for illegal activities.
- Advertising which violates any federal, state, or local law.
- Advertising which is false, misleading or deceptive.
- Advertising with obscenities. Obscenities are defined as: "any communication, pictures, images, graphic images, or other matter that the average person (applying contemporary community standards) would find, taking the material as a whole, in a patently offensive way."
- Advertising for alcohol or tobacco products.
- Advertising for sexually-explicit subject matter.
- Advertising promoting firearms or firearm related products.

All design of proposed advertising shall be submitted to CityLink Transit for review and approval prior to application. Such review will take into consideration compliance with this policy as well as any affect the design may have on operations, maintenance, safety and passenger comfort. In the event that a specific advertisement is found to not comply with this policy, advertisers may appeal to the CityLink General Manager, whose decision shall be final.

It is recommended that 3M Scotchprint vinyl be used. If other brand of vinyl is used, it should be of equal or better quality and life expectancy. If the advertising space purchased in this Contract includes windows, window film must be used to cover the windows. The operator and passengers must be able to see through the window film from inside the bus. Vinyl must be applied to the window frames, sides and rear of the bus as well.

Interior bus advertising: The Advertiser is responsible for the production of all artwork and posters to be used. All posters must be laminated and overall size including lamination will not exceed 11"x17".

The advertisement space being rented under this agreement is specified on the attached rate sheet.

**The City of Abilene and CityLink Transit assume no responsibility for any damage caused by the vinyl advertisement.**