



asucd CITY OF DAVIS
UNITRANS

2024-2025 Advertising Guidelines

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Address

1 Shields Ave
5 South Hall

University of California, Davis
Davis, CA 95616

Email

advertising@unitrans.ucdavis.edu

Phone

(530) 754-5838

Website

<https://unitrans.ucdavis.edu>



Advertising Guidelines

2024-2025

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 <https://unitrans.ucdavis.edu>.

Advertising space is available on the interior of 38 single-deck buses, the exterior of 4 modern double-deck buses, the exterior of 24 single-deck buses and on the on-board digital displays of all 14 battery-electric single-deck buses. Available space for exterior and interior packages can be purchased per academic year with current clients having first priority for renewal of their contracts. Any available space will be given to potential customers on a first come, first serve basis. Digital display advertising is sold on a quarterly basis. It is the responsibility of the client to design and produce their advertising media at their cost.

Advertising Contract Dates

Start: Wednesday, September 25th, 2024

End: Thursday, June 12th, 2025

March, 2024	Current clients receive first notification of contract renewal option.
April 31st, 2024	Deadline for renewing clients to submit their signed contract or they will be moved to the wait list.
May 1st, 2024	Wait listed clients receive notification of available advertising space.
June 1st, 2024	Deadline for wait list clients to submit their signed Advertising Contract Agreements to reserve advertising space, which will be assigned on a first come, first served basis.
August 30th, 2024	Advertising media must be printed by client and delivered to Unitrans Maintenance Facility by this date. Unitrans cannot guarantee that media delivered after this date will be installed on the bus fleet by the start of Fall Quarter (Sept. 25).
September 11th, 2024	Fall Quarter digital display deadline for media & contracts
December 20th, 2024	Winter Quarter digital display deadline for media & contracts
March 11th, 2025	Spring Quarter digital display deadline for media & contracts

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 account string at the time of contract execution.

Payments must be received on or before August 30th, 2024. In fairness to all clients, Unitrans cannot install client ad media until full payment is received.

Exterior Advertising

There are currently four modern double-deck buses and 24 single-deck buses available for exterior advertising. Each exterior package consists of one sign placed on each of the four modern double-deck buses, or on 9-15 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 IJ180 3M Controltac with a 3mil Gloss Laminate 1 side Printed with UV inks to not damage the paint on the bus. Signs printed on incorrect material will have to be reprinted at the client’s cost. Any vehicle paint damage caused by incorrect materials will be assessed to the client.

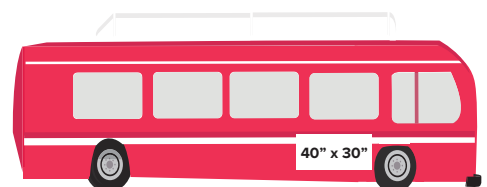
➤ Dimensions for Modern Double-Deck Buses

Package	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”



Digital Display Advertisements (Electric Buses Only)

Advertising is available on both digital displays on our electric buses. 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.



Interior of an electric bus, showing both digital displays

Availability

Digital displays are available on 10 of our electric buses for Fall, and 14 electric buses for Winter and Spring.

Packages are sold on a quarterly basis (Fall, Winter and Spring). 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.

➤ Media & Contract Deadlines

Since the digital display advertisements are sold on a quarterly basis, their respective deadlines for contracts and media are shown below:

Fall Quarter 2024 - Due by **September 11th, 2024**

Winter Quarter 2025 - Due by **December 20th, 2024**

Spring Quarter 2025 - Due by **March 11th, 2025**

Interior Advertising

Interior spaces are available on our New Flyer single-deck buses. An interior package consists of 1-2 styrene card posters placed on the inside of a single-deck bus. There is one poster 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.

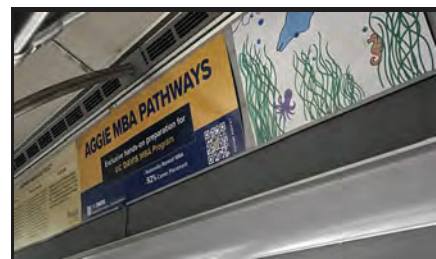
**Availability dates and the number of available buses is subject to change.

➤ Materials for Single-Deck Bus Ad Media

Advertisements must be printed on a styrene card poster 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	Thickness
Standard Interior	30” x 11”	1/16”



Images of 30"x11" interior advertising cards installed in bus interiors.

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 (76 Pieces)	\$1,690	
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 (38 Pieces)	\$1,050	
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 (13 Pieces).	\$630	
Modern Double Deck Exterior Large	One 70”w x 30”h sign displayed on the exterior of each available modern double-deck bus in Unitrans fleet (4 pieces).	\$3,530	
Modern Double Deck Exterior Small	One 50”w x 30”h sign displayed on the exterior of each available modern double-deck bus in Unitrans fleet (4 pieces).	\$2,620	
Single Deck Exterior (15 Piece)	One 40”w x 30”h sign displayed on the exterior of fifteen of the available single-deck buses in Unitrans’ fleet (15 pieces).	\$3,230	
Single Deck Exterior (10 Piece)	One 40”w x 30”h sign displayed on the exterior of nine of the available single-deck buses in Unitrans’ fleet (9 pieces).	\$1,935	
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	Fall
		\$350	Winter
		\$350	Spring
<p>\$150 Switching Fee Per Exterior Piece \$300 Switching Fee Per Interior Package (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 August 30th, 2024 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 to 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 2024-2025.

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 signs displayed on the interior of each available single-deck New Flyer bus in Unitrans’ fleet (76 pieces - 82 pieces requested).	\$1,690	
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 (38 pieces - 44 pieces requested).	\$1,050	
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 (13 pieces - 19 pieces requested).	\$630	
Modern Double Deck Exterior Large	One 70”w x 30”h sign displayed on the exterior of each available modern double-deck bus in Unitrans fleet (4 pieces - 5 pieces requested).	\$3,530	
Modern Double Deck Exterior Small	One 50”w x 30”h sign displayed on the exterior of each available modern double-deck bus in Unitrans fleet (4 pieces - 5 pieces requested).	\$2,620	
Single Deck Exterior (15 Piece)	One 40”w x 30”h sign displayed on the exterior of fifteen of the available single-deck buses in Unitrans’ fleet (15 pieces - 17 pieces requested).	\$3,230	
Single Deck Exterior (10 Piece)	One 40”w x 30”h sign displayed on the exterior of nine of the available single-deck buses in Unitrans’ fleet (9 pieces - 11 pieces requested).	\$1,935	
Digital Display Ad	One 10 second, 1280 x 780 pixel digital ad, running on a 3 minute loop displayed on the digital displays inside all available electric buses (14 pieces). Packages are for one academic quarter.	\$350	Fall
		\$350	Winter
		\$350	Spring
Other			
<p>\$150 Switching Fee Per Exterior Piece \$300 Switching Fee Per Interior Package (Applied each time signs are replaced during the advertising year, with the exception of sign repair)</p>			

Please check only one:

- We are a UC Davis client and have a recharge account string 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.