

Iowa City Transit (ICT) Advertising Policy

PAID ADVERTISING

Poster Content Policy

ICT services are public and utilized by all segments of the population. This policy is, therefore, intended to be respectful of all who use or may use the transit services.

Poster content shall meet the following requirements to be eligible for display:

- a. Shall not proselytize a particular point of view – political *or religious* material.
- b. Shall not contain injurious, offensive, or sexually explicit language or pictures.
- c. Shall contain the name of the individual, business or sponsoring organization.
- d. Shall contain specific information about the activity, event (e.g. time, date and place), or the product being offered or sold.

Determination of Eligibility for Display

The Transit Manager and the appropriate Supervisor will make the determination as to if a poster qualifies for display.

If it is determined not to be eligible, an attempt will be made by the Transit Manager or Supervisor to contact the indicated individual and inform them of such. The representative may then, if possible, modify the poster to meet the eligibility requirements.

Posters must be submitted by 4pm Friday in order to be placed on the buses for display during the following week.

If the poster is advertising a dated event, the poster must be received at least ten (10) days prior to the event.

Poster Dimensions, Number, Recommended Materials and Display Period

Posters must be eleven (11) inches high and can be as long as seventeen (17) inches. Posters 8-½ inches by 11 inches should be printed vertically, and 11 inches by 17 inches should be designed horizontally.

26 posters (as of 5/5/2008) should be provided in order to accommodate all buses.

The advertiser is responsible for the design and printing of all posters. Iowa City Transit staff will install posters on buses.

Paper stock should be no less than 110 lb. Bristol, or 65 lb. card stock. If your contract period will exceed two (2) months, we recommend you have the posters laminated. This should ensure that they will remain intact and attractive for the duration of the contract.

Display is limited to number of contract days (minimum of 2 weeks, maximum of 12 months). No posters will be saved upon expiration.

RATES:

<u>Duration</u>	<u>Rate</u>	<u>Duration</u>	<u>Rate</u>	<u>Duration</u>	<u>Rate</u>
2 weeks	\$71.00	3 weeks	\$83.00	4 weeks	\$95.00
2 months	\$130.00	3 months	\$195.00	4 months	\$260.00
5 months	\$325.00	6 months	\$360.00	7 months	\$420.00
8 months	\$480.00	9 months	\$540.00	10 months	\$600.00
11 months	\$660.00	12 months	\$700.00		

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Iowa City Transit Advertising Contract

Contract # _____

**IOWA CITY TRANSIT
City of Iowa City
1200 South Riverside Drive
Iowa City, IA 52240
(319) 356-5151
Fax (319) 356-5155**

Advertiser _____

Phone # _____

Address _____

Advertiser Representative _____

Iowa City Transit (ICT) agrees to display and maintain advertising boards in all buses (23 count) in the Iowa City Transit System. Iowa City Transit will supply advertisers with ridership counts if requested.

I agree to the following terms:

Contract period will be from _____ **to** _____.

Payment for this period will be _____.

Full payment is due upon receipt of posters and prior to placement. Advertisers may have posters replaced with new copy no more than once per month during the contract period. Additional changes must be accompanied with a \$10.00 service charge. The advertiser understands that posters will be inspected regularly and any damaged posters will be replaced when copy become available. At the end of the advertising period Iowa City Transit will dispose of all posters in their possession concerning this agreement, unless prior arrangements has been made for their return.

Advertiser

ICT Representative

Date

Date

Thank you for supporting Public Transportation in Iowa City.