



# SHUTTLE

2017-2018 Advertising Guidelines

TEXAS  STATE  
UNIVERSITY<sup>®</sup>

*The rising STAR of Texas*

Interior advertising space is available on the Bobcat Shuttle. The Bobcat Shuttle provides advertising opportunities to campus departments, student organizations, and external organizations and businesses.

The shuttle system serves most of the major student apartment complexes, as well as campus including special events such as football shuttle service and graduation. Interior displays give you high visibility with a consistent and diverse daily audience. Visit [www.shuttle.txstate.edu](http://www.shuttle.txstate.edu) to view all the current bus routes throughout campus and the city of San Marcos.

---

## MARKET

Advertisements are installed in up to 43 buses and are present on all 23 of our routes. This exposes them to an estimated 30,000 daily student, staff, and faculty riders of the system.

---

## RATES

Rates listed include one advertisement in every bus. Multiple ads runs may be purchased.

	4 Weeks	Semester	Year
External Organizations & Businesses	\$550	\$2000	\$3600
Texas State Offices and Departments	\$350	\$600	\$1000
Texas State Registered Student Organizations	\$350	\$600	\$1000

Advertisers are responsible for all costs of advertising, including production of materials. Transportation Services does not provide any design or printing services.

Ad terms are aligned with the academic year. Year long advertisements begin at the start of the fall semester and end at the end of the summer term.

Advertisements may be replaced/changed out over life of contract for a \$100 service charge.

---

## PLACEMENT

Exact placement position of the ad within the Bobcat Shuttle buses cannot be guaranteed; however, if multiple ad runs are purchased, every effort will be made to place ads as requested.

Individual advertisements cannot be guaranteed to run on a specific route due to bus scheduling requirements; advertisers wishing to reach the entire student body should consider advertising on the entire fleet.

## **SIGN SPECIFICATIONS**

---

Advertisers are responsible for the design and production of their advertisements. All signage must conform to the Sign Specifications outlined below.

Digital ad copy must be a high-resolution pdf file or similar vector graphic:

- Ads must be sized 33" (W) x 11" (H)
- Ads must be least 300 dpi
- A total of 45 advertisements (43 + 2 extra in case of damage or loss) should be produced for installation in all buses with ad space.

Either of the following production methods is acceptable:

- 0.020 - 0.030 Styrene or equivalent (Preferred)
- 100# or 110# cardstock encapsulated with 5 mil laminate (week or single month ad run)

Campus Departments & Student Organizations may have the ads produced at Print Services and laminated at Copy Cats, however this is not suggested for ads running longer than 1 month, due to durability issues. Campus Departments & Student Organizations may want to contact the Office of University Marketing for design and production assistance.

Allow .5" margin at the top and bottom of sign art to avoid important ad messaging from being covered by the bus sign frame; do not place important text, phone numbers or logos inside these areas. The finished product must be exactly 11" high, including trimmed lamination.

## **PROCEDURE**

---

1. Email or call to let us know your interest.
2. Quotation and Acceptance
3. Artwork Approval
4. Invoicing
5. Delivery
6. Installation

## **ARTWORK REVIEW & APPROVAL**

---

Advertisers must submit a low-resolution draft pdf to Texas State of their proposed artwork for approval prior to printing and installation. Draft artwork should be submitted to shuttle@txstate.edu.

## **DELIVERY & INSTALLATION**

---

Finished pieces can be delivered to:

Bobcat Shuttle Advertising  
c/o Transdev  
4980 Transportation Way  
San Marcos, TX 78666

Please allow for at least 1 week from the delivery of your completed sign art to installation on all buses; most advertising is installed on Fridays unless expedited.

## **PAYMENT**

---

Advertisers will be invoiced by Transportation Services for advertising after the ad is posted. Advertisers will have 30 days from the invoice date to make payment. Payment may be made by cash or check. University departments may use an IDT for payment. Please provide any tax-exempt documentation before accepting the quote.

## **POLICIES**

---

Transportation Services reserves the right to reject any ads deemed inappropriate. Although not exhaustive, the following are examples of advertisements that will not be accepted:

- Advertisements which are detrimental or damaging to the University
- Advertisements that harass or promote discrimination based on an individual's race, color, national origin, age, sex, religion, disability, veterans' status, sexual orientation, gender identity, or gender expression.
- Advertisements that contain personal, biased, slanderous, or discriminatory content
- Advertisements that contain the University's logos or trademarks without the permission of the Marketing Department
- Advertisements for the sale of alcohol, tobacco, and firearms
- Advertisements that are gratuitously sexual or violent in nature
- Advertisements that promote any illegal activity

Texas State University is not responsible for any vandalism done to the ad cards. Vandalized cards be replaced free of charge if extra advertisements have been provided. Please note that in general vandalism within our buses is not a problem.

Due to traffic delays, construction, and other unscheduled events, there are times when the Bobcat Shuttle system may be unable to provide full service on some routes for unspecified time periods.

Fees, rates and policies are subject to change without notice