

bus shelter rates & specifications



Bus Shelter Advertising Rates

Term Length	On-Campus		Off-Campus	
	Price / Week	Total / Space	Price / Week	Total / Space
Fall Semester	\$50.00	\$750.00	\$100.00	\$1,500.00
Spring Semester	\$50.00	\$750.00	\$100.00	\$1,500.00
Summer	\$50.00	\$500.00	\$100.00	\$1,000.00
Fall & Spring	\$45.00	\$1,350.00	\$90.00	\$2,700.00
All Year	\$40.00	\$1,600.00	\$80.00	\$3,200.00
Weekly Options (Upon Availability)				
4 Weeks	\$100.00	\$400.00	\$200.00	\$800.00
8 Weeks	\$80.00	\$640.00	\$160.00	\$1,280.00
12 Weeks	\$60.00	\$720.00	\$120.00	\$1,440.00

Rates & Contracts

Bus shelter rates represent one side per one shelter advertising frame. Printing and installation fees are provided at no additional cost for initial shelter advertisements. If you wish to change the poster during the term you have purchased there will be an additional fee of \$225, for printing and labor costs.

LOCATIONS

The seven bus shelters are located across campus at some of our busiest stops. Each shelter has space for up to two advertisements.

- (1) Speight / Rivers
- (1) Mendenhall / West End
- (2) College Hill
- (2) Lower and Upper Minges Park & Ride
- (1) Curry Court

Location map available upon request

PRICING DETAILS

Shelter pricing includes initial printing and labor costs for displaying the posters in the shelter frames.

If you wish to change the poster during the term you have purchased there will be an additional fee of \$225, for printing and labor costs.

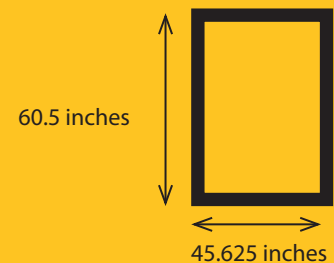
Please contact us if you have further questions regarding the price and terms of poster changes.

PROOF SPECIFICATIONS

After the purchase of shelter advertisement a proof must be sent to:

TransitAdvertising@ecu.edu

Proofs should be created to fit the shelter space, 60.5 inches tall and 45.625 inches wide (no bleeds).



The proof will need to be either a PDF or .eps file (at least 300 dpi), and must be sent to us in time to account for a 1-2 week turnover between proofs to poster display. Submission date of all proofs is critical for printing and display turnover and if late may result in a loss of advertising time.

Printing & labor costs are included in shelter rates. For design services, please contact us and we can connect you with a reliable vendor.

Available Discounts

No discounts are available on shelter advertising. However with a purchase of multiple shelter spaces, you can qualify for percentage discounts off interior advertising available aboard the buses.

- 4 shelter spaces purchase, you may receive 10% off an interior advertising purchase.
- 5 shelter spaces purchased, you may receive 12% off an interior advertising purchase.
- 6 or more shelter spaces purchase, you may receive 15% off an interior advertising purchase.

Shelter & Space Availability

All advertising space is reserved on a space-available basis. Advertising space on ECU Transit bus shelters is reserved only when payment arrangements are finalized. ECU Transit cannot guarantee placement of advertising on any particular shelter for any particular purpose. Due to the limited amount of space, contracts will be upon availability only, and long term advertisements will be granted priority.

ECU Transit reserves the right to modify its service schedule at any time for weather, holidays, university closures or special events. Due to the nature of the bus shelters, any prolonged shelter closures or construction conflicting with advertising uptime will be issued a credit or granted an extended contract for the time lost.

Should any vandalism to the shelters occur, ECU Transit will cover the costs associated.

Advertising Terms & Policies

ECU Transit reserves the right to reject any poster if it is deemed objectionable, misleading, found to make false claims or promotes an illegal product. Advertising material must comply with East Carolina University's policy on nondiscrimination and may not use words or imagery to impugn, degrade or discriminate based on race, color, creed, national origin, religion, sex, sexual orientation, age, veteran status or disability.

ECU Transit does not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any advertising containing sexually explicit material. Any advertising poster or display not approved by ECU Transit management will be removed immediately. Posters will be discarded upon completion of the advertising term; no advertising posters will be saved after the expiration of the advertising contract with ECU Transit.

ECU Transit's advertising specialist will make the final determination regarding the eligibility of the organization to advertise with ECU Transit and will determine whether the advertisement is compliant with ECU Transit policies.

PAYMENT POLICIES

Payment arrangements must be made in the form of interdepartmental Transfer (IDT), check or money order. Cash and credit cards are not preferred.

ECU Transit will assess an additional \$25.00 fee for returned checks.

Prorated weekly rates are not available.

Full payment is due before any poster printing or displaying of advertisements will occur.

SHELTER IMAGES



CONTACT US...

Ready to start advertising? Contact us!

Phone: 252-737-4851

Fax: 252-328-0602

Email: TransitAdvertising@ecu.edu

ECU Transit Bus Shelter Agreement

phone: 252-737-4849 • fax: 252-328-0602 • web: transit.ecu.edu

Effective August 1, 2021

Circle the advertising option in which you would like to purchase and fully complete the agreement below.

Bus Shelter Pricing Size: 60.5 inches (Height) × 45.625 inches (Width)

Term Length	On Campus		Off Campus	
	Price / Week	Total / Space	Price / Week	Total / Space
Long Term Options				
Fall Semester	\$50.00	\$750.00	\$100.00	\$1,500.00
Spring Semester	\$50.00	\$750.00	\$100.00	\$1,500.00
Summer	\$50.00	\$500.00	\$100.00	\$1,000.00
Fall & Spring Semesters	\$45.00	\$1,350.00	\$90.00	\$2,700.00
ALL Year (Fall, Spring & Summer)	\$40.00	\$1,600.00	\$80.00	\$3,200.00
Weekly Options: (Upon Availability)				
4 Weeks	\$100.00	\$400.00	\$200.00	\$800.00
8 Weeks	\$80.00	\$640.00	\$160.00	\$1,280.00
12 Weeks	\$60.00	\$720.00	\$120.00	\$1,440.00

Bus shelter rates represent one side per one shelter advertising frame. Printing and instillation fees are provided at no additional cost for initial shelter advertisements. Once we receive a file with the proof, allow for a 1 – 2 week turnover before your posters will be displayed. If you wish to change the posters during the term you have purchased, there will be an additional fee of \$225 for printing and labor costs.

Please circle desired shelter location:

College Hill (East or West)
 Upper Minges
 Lower Minges
 Speight / Rivers
 Mendenhall / West End
 Curry Court

Agreement with Advertising Terms & Policies / Payment Policies

By signing below, you agree to be bound by the Advertising Terms & Policies of ECU Transit. Payment arrangements must be made in the form of Interdepartmental Transfer (IDT), check or money order and must be paid in full prior to the display of any advertising. ECU Transit will assess an additional \$25.00 fee for returned checks. All fields below must be completed before returning this contract to ECU Transit.

Advertising Term: (Sunday-Sunday)

Contact / Billing Information

START DATE _____ END DATE _____

ADVERTISING ENTITY _____

Brief Poster Description: _____

AUTHORIZED REPRESENTATIVE _____

How many times will you be switching posters? (\$225 fee) _____

STREET ADDRESS _____

Method of Payment

Please select your method of payment below and fill in the appropriate information as necessary.

CITY, STATE, ZIP _____

Money Order Check Interdepartmental Transfer

PHONE # _____ FAX # _____

For IDT payments only: please enter the departmental budget code:

- - **73491** -

FUND ORGANIZATION ACCOUNT PROGRAM

SIGNATURE _____ DATE _____