

## interior advertising rates & specifications

Advertising with ECU Transit is easy and cost effective. Below are our rates for each poster size and term length, effective August 1, 2021. Longer terms are available; please contact our office for pricing information.

### Interior Poster Advertising Rates

Off-Campus Entity Advertising Rates		
Sizes:	11" x 28"	11" x 42"
Number of Posters	Minimum 35 posters	
Advertising term costs below represent the minimum 35 poster purchase.		
1 Month	\$1,000.00	\$1,000.00
Semester	\$1,800.00	\$2,800.00
Annual (Summer Free)	\$3,500.00	\$5,000.00
Summer Only	\$875.00	\$1,400.00

On-Campus Department / Organization Advertising Rates			
Sizes:	11" x 17"	11" x 28"	11" x 42"
Number of Posters	Minimum 35 posters		
Advertising term costs below represent the minimum 35 poster purchase.			
2 Weeks	\$150.00	—	—
1 Month	\$250.00	\$325.00	\$500.00
Semester	\$700.00	\$900.00	\$1,400.00
Annual (Summer Free)	\$1,400.00	\$1,800.00	\$2,800.00
Summer Only	\$350.00	\$425.00	\$700.00

### Poster Specifications

Posters submitted to ECU Transit for interior advertising must be laminated or otherwise printed on waterproof products. Laminated materials should be completely sealed. Lamination provides better protection for paper against wrinkling, discoloration and other forms of damage due to moisture in humid environments.

Posters should be printed on at least 80lb white cover stock with 3mil laminate or 0.32mil polystyrene. Other materials may be approved by request; please contact us with details to help us determine whether the material is suitable for onboard advertising.

Posters cannot exceed 11" high, including lamination or encapsulation regardless of length. Posters greater than 11" high will not fit in the tracks. Please allow a 1/2" margin on the top and bottom of your ad for the tracks which hold advertisements. All posters should be designed/printed in landscape orientation. When submitting to your printer, please specify your posters are for bus advertising with ECU Transit to ensure correct sizing.

Clients interested in the use of printed vinyl and similar materials in lieu of printed card stock should contact us directly to ensure we can meet your needs prior to printing. Polystyrene is recommended for larger ad sizes and longer advertising terms due to its durability. The same rates apply regardless of material, but please note: any applicable installation and removal charges are the responsibility of the advertiser.

because you've only got  
**THREE MILLION OPPORTUNITIES**  
to make a good impression

### it's all about content

Be bold, make it interesting! Just keep in mind a few limitations:

- we reserve the right to reject any poster deemed objectionable, misleading or found to make false claim
- ads must comply with East Carolina University's non-discrimination policy
- we do not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any sexually explicit material

See our complete "Advertising Terms & Policies" for more details.

### payment policies

- payment can be made via Interdepartmental Transfer (IDT), check, money order, cash or credit card accepted
- ECU Transit will assess an additional \$25.00 fee for returned checks
- prorated weekly rates are not available.
- If you wish to change the poster during the term you have purchased there will be an additional fee of \$100, for printing and labor costs.

### ready to go?

All it takes is one phone call to begin reaching thousands of students, staff, faculty and visitors at East Carolina University every day! Please contact us at 252-737-4849 to get started.





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

## advertising terms & policies

All advertising with the ECU Transit is subject to the following terms and policies effective August 1, 2021. Please be sure to read over them carefully!

### **rates & contracts**

Rates represent space on 35 of our buses capable of accommodating advertising.

Contracts operate on a display cycle beginning with Sunday and are sold on 1 month, 2 month, annual, summer, or semester terms. Exceptions to this cycle may be made for public service displays related to public/campus safety only. Longer term contracts are available upon request.

Rates differ for off-campus entities versus on-campus departments and organizations; please see our rates tables for exact pricing based on contract length and advertisement size.

### **available discounts**

Any customer who commits to an ad for a concurrent fall and spring semester (15 weeks each) are eligible to continue running the same ad for summer (10 weeks) at no additional charge.

### **vehicles, space availability & service uptime**

All advertising space is reserved on a space-available basis. Advertising space on ECU Transit buses is reserved only when payment arrangements are finalized. Public safety announcements relating to an immediate campus community safety issue will be granted priority. ECU Transit cannot guarantee placement of advertising on any particular vehicle for any particular route or purpose. We also cannot guarantee special positioning of posters on a bus or within a specific area inside the bus.

ECU Transit cannot guarantee uptime for any particular vehicle, route or other service. ECU Transit reserves the right to remove any vehicle from service at any time due to mechanical issues, maintenance, accidents or other circumstances necessitating such action. Not all vehicles in the fleet are capable of carrying advertisements; such vehicles may be used to replace an advertising capable vehicle at any time. Additionally, ECU Transit reserves the right to modify its service schedule at any time for weather, holidays, university closures or special events.

ECU Transit is not responsible for any vandalism of advertising posters or materials.

### **advertising content**

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 unless otherwise requested.

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.

### **advertising materials**

The customer agrees to furnish their own display materials (35 posters). All production is to be provided by the customer. All material must be delivered to ECU Transit 10 working days prior to campaign start date. Posters which do not meet required material specifications and measurements cannot be displayed.

*because you've only got*  
**THREE MILLION**  
**OPPORTUNITIES**  
*to make a good impression*

### **built-in demographic**

Because ECU Transit operates to serve only the university community, your message will reach the thousands of young adults riding our buses to and from campus every day. By the very nature of what we do, there's no doubt you already know your audience.

### **your poster, your prerogative**

Start to finish, you choose who produces your posters. Double check with your favorite print shop to ensure they can meet our poster specifications. Departments and organizations affiliated with East Carolina University are encouraged to hire the professional graphic artists of University Printing & Graphics for their design and print needs.

### **think... variety**

As an institution of higher education, ECU sees students, staff and faculty from all professions and walks of life. No matter what you're promoting, we've got you covered.

### **home delivery**

Not many forms of advertising can claim to literally arrive at someone's home and invite them in. We transport well over three million passengers every year, with many of them receiving express service straight from their apartments back to campus. Be the first thing they see every morning on the way to class, or the last before getting back home again.

### **around town**

Although most of our service is geared toward getting students to class, our route *307 Walmart* may work to bring customers straight to you. As part of its normal service, this route travels to several major shopping, dining and entertainment venues around Greenville.

### **just look up**

Every poster gets placed in an overhead track to allow for obstruction-free viewing from any angle. Raised seating in the rear section of our low-floor buses puts our passengers even closer to your ad.

### **ready to go?**

All it takes is one phone call to begin reaching thousands of students, staff, faculty and visitors at East Carolina University every day! Please contact us at 252-737-4849 to get started.

# ECU Transit Advertising Agreement

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

*Effective August 1, 2021*

## Poster Options

In the table below, check the box next to your preferred size / cost / term combination. Rates represent the purchase of the minimum number of posters. If you wish to advertise with more than 35 posters, please contact us.

Off-Campus Entity Advertising Rates		
Sizes:	11" x 28"	11" x 42"
<b>Number of Posters</b>	Minimum 35 posters.	
Advertising term costs below represent the minimum 35 poster purchase.		
<b>1 Month</b>	\$1,000.00	\$1,000.00
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<b>Annual (Summer Free)</b>	\$1,400.00	\$1,800.00	\$2,800.00
<b>Summer Only</b>	\$350.00	\$425.00	\$700.00

## 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. Cash and credit cards are not accepted. ECU Transit will assess an additional \$25.00 fee for returned checks. Prorated weekly rates are not available. All fields below must be completed before returning this contract to ECU Transit.

### Advertising Term

Advertising terms begin on Sundays and run on seven day cycles. Please ensure the end date below corresponds to the selected term above.

START DATE \_\_\_\_\_ END DATE \_\_\_\_\_

Retain Posters After Term?     Yes     No

### Method of Payment

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

Money Order     Check     Interdepartmental Transfer

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

-                      -                      **73491**                      -

FUND                      ORGANIZATION                      ACCOUNT                      PROGRAM

### Contact / Billing Information

ADVERTISING ENTITY \_\_\_\_\_

AUTHORIZED REPRESENTATIVE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE # \_\_\_\_\_ FAX # \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_