



## Interior Advertising Policy and Specifications

1. Stock ..... Styrene plastic ~.02 - .03". For short-term ads (less than 3 months), thick poster board may suffice.
2. Dimensions..... **Width** – length 24" to 28" (24" width is best for economical use of 4 X 8 plastic sheet). **Height** – precisely 11.125" (Anything larger will not fit in the racks; anything smaller will not stay in the racks.)
3. Margins ..... Ad frame covers ¼" of bottom and top margin. No bleed (leave 1/8" margin to all edges) is best for economical use of 4 X 8 plastic sheet.
4. Type size ..... For readability purposes, we suggest a minimum font size of 38 points or minimum height of 3/8 of an inch. 50 to 60 point text is preferred. Please remember that most riders will be reading your sign from 6 or more feet away.
5. Cost ..... As shown on the Valley Transit rate card
6. Approval..... Copy for the bus cards subject to approval by Valley Transit. Please submit copy to Valley Transit for approval prior to printing. Political advertising or advertising of a religious nature will not be accepted.
7. Printing and delivery:..... Advertisers will have their cards printed and will deliver them to Valley Transit at least one week before the agreed date of posting.
8. Placement..... Advertisers may not specify the routes or buses on which their cards are placed or the positions within the buses. Unless otherwise requested, the cards will be placed in the buses of the primary fleet (23 buses).
9. Vandalism ..... Valley Transit is not responsible for any damage or vandalism done to interior car cards. Damaged cards will be replaced if extra cards have been provided.
10. Removal..... Valley Transit will remove all ads at the end of the contracted term. Ads will not be returned to the customer and will be disposed of by Valley Transit.