

INTERIOR ADVERTISING

Interior bus advertising is read and remembered. While riding, passengers have a chance to read your advertising and that means more business for you.

- ★ Use it along with your exterior advertising to reinforce your message
- ★ It's economical, so you'll be spending your money wisely.
- ★ Passengers have more time to read your message, instead of just seeing it for a few seconds.
- ★ You'll be reaching a wide range of people, including parents, students, seniors and more.

Valley Transit has 21 buses serving the urbanized area of the Fox Cities including Appleton, Buchanan, Grand Chute, Kaukauna, Kimberly, Little Chute, Fox Crossing, City of Menasha & City of Neenah.

Interior Advertising Rates			
	1-5 Months	6-11 Months	12+ Months
Interior Space	\$8.50	\$8.00	\$7.50

Rates are for one sign per bus

Poster Dimensions

Posters must be 11.125" tall and can be up to 28" wide

Poster design and production is the responsibility of the advertiser. Posters must be printed on Styrene plastic ~.02 - .03" or for short-term ads, poster board may suffice. All designs and ad copy must be approved by Valley Transit before they can be placed in the buses.

Call **920-832-5800** today to
get your advertising moving



Valley Transit

CONNECTING THE FOX CITIES



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.