

Indiana University Campus Bus Service Interior Bus Advertising Program Policy and Procedures

(Effective July 1, 2010 through June 30, 2011)

Advertisers Guidelines

1. Campus Bus Service (CBS) has space available to post interior, overhead advertising signs on 27 transit buses.
2. Indiana University departments, organizations, clubs and activities may post signs on a first come first served basis. IU Departmental or Student Organization Account (SOA) accounts only. We must obtain departmental account number and authorized signature prior to posting signs. SOA accounts will be checked for a valid authorized signature and availability of funds. Signs may only advertise an Indiana University product, service, or approved event.
3. Commercial or non-University advertising is permitted. Please see the Policy on Bus Advertising for specifics.
4. Interior signs must be produced by IU Photographics to conform to production standards. Campus Bus cannot accept signs from any other source. Sign design must be approved by Campus Bus Service prior to production.
5. Signs may not be used to promote political, religious, personal, biased, slanderous, discriminatory, or inappropriate views and/or propaganda. Campus Bus reserves the right to refuse signage from any advertiser.
6. Campus Bus Service is not responsible for damage to the signs that are vandalized, stolen, worn-out, or damaged due to the public, riders or normal wear and tear. Damaged signs will be removed.
7. Signs are only installed on the weekend, so as to not interrupt bus service.
8. Campus Bus Service determines the location each sign is placed in the bus based on availability. Campus Bus Service randomly assigns buses to routes, therefore we are not able to guarantee that signs will be seen on any given route.

Space Reservations

1. Space rental requires a completed Bus Advertising Form. Advertisers may reserve one space on 1 to 27 buses.
2. Reservations are based on availability for monthly commitments to begin at the 1st of each month. Space is invoiced on a monthly basis.

3. The advertiser is responsible for collecting their ads within 10 days upon conclusion of the reservation dates. Signs may be picked up from the Campus Bus Service by 5 p.m. Monday through Friday. Signs may be stored at Campus Bus for future use. If no instructions are provided regarding the signs after the posting period they will be disposed.

Sign Specifications

1. Standard Signs: 35 inches long by 11 inches high
2. Student Organization Signs: 17 inches long by 11 inches high.
3. To maximize readability of text use large text sizes. The best is 100 points with a 40 point minimum. Fewer words are better. Think of this as a mini billboard. Less is better. Remember that most riders will be viewing your signs from over 6 feet away.
4. We have partnered with IU Photographics to assist you with your printing needs. You may visit their Bus Advertising link listed below and on our Web site, or call them at (812) 855-3062 for more information. The printing rate we have negotiated is \$11.85 for standard sign or \$6.00 for a Student Organization sign. Your artwork must be a full color, full bleed pdf and may be uploaded onto Photographics site. A minimum of three (3) business days is required for printing. You may email your artwork to: <http://copy.indiana.edu/copy/busadvertising.asp>.

Authorization Form

IU Departments and student organizations, please download the Advertising Request form and return it with an authorizing signature to pjmaull@indiana.edu.

Posting Rates

1. Posting rates are for a single month or any part of a month.
2. IU Departments and student organizations may post one standard sign per bus will be billed at \$10 per month total cost. You may advertise for any number of months, provided space is available. A semester rate is available for the fall and spring semesters.
3. The semester rate for IU departments and student organizations rate for one sign to be installed in all 27 buses for the entire semester is \$750. This is a \$330 discount from the single month rate for the four months of each semester.
4. Student organizations only are eligible for a reduced rate of \$7.50 per month for a reduced size sign. Student organizations must have an SOA account. Student organizations must have sufficient funds in their SOA account to pay for the posting fee, in advance.

5. External customer rate is \$20 per month per sign.
6. There is no posting charge for signs left up over the summer sessions. All signs that are not renewed for the Fall Semester will be removed at the end of the summer.
7. Rates are effective July 1, 2010 through June 30, 2011.

Contact Information

For more information call or email Perry Maull, Operations Manager, Indiana University Campus Bus Service at (812) 855-8961 or pjmaull@indiana.edu.