



Shuttle Bus Advertising Information

Pricing: Varies. See pricing sheet for more information.

- Price includes the installation, exposure time, and removal of one ad on each of our 19 buses.
- Ads must run for no less than a one week period of time (Sunday-Sunday). If ad space is purchased for any period longer than one week, ads may be changed on a weekly basis if desired. (Discounts may apply).
- Advertising organizations/companies may advertise more than one set of ads in a given week (Additional charges apply).
- We accept payment through many different convenient options, including the following: Check, Credit Card, Department KFS accounts, and Husky Bucks. (Make checks payable to UConn).
- **Payment is due no later than the Friday before the advertisement's starting date** (Unless otherwise arranged).
- Advertisers may not request to advertise only on specific bus routes/buses. Due to the nature of bus circulation, no one bus can be guaranteed to be on a specific route on any given day. (Running one ad per bus allows for maximum exposure throughout campus demographics despite constant bus rotation.)

Interior Ad Requirements:

- The advertiser is responsible for the printing and delivery of all advertisements (19 per ad set).
- All ads must be either 11"x24" or 11"x17", landscape orientation. (The 11" height requirement is the total maximum height, including lamination).
- Printing services are offered through the university, via the campus Document Production Center (DPC). The DPC has our specific requirements for advertisements noted, simply inform them that you are interested in purchasing bus advertisements (Ads from other printers are also allowed).
- All ads must be delivered to the UConn Transportation office by the Thursday prior to the scheduled run date.
 - Ads are only installed on weekends, and therefore timely delivery is crucial for an on time installation for the week following.
- We request that all ads be laminated, unless a thicker card stock paper is to be used. (This ensures the ads stay in place on our buses, as well as making them easier to clean).
- Ads may be saved and returned at a later time, if requested at the time of the initial advertising space purchase order. (UConn Transportation is not responsible for lost or damaged ads).
- UConn Transportation maintains the right to reject any advertisement deemed inappropriate for public display; including but not limited to the promotion of alcohol and illegal substances, social and political issues, and anything discriminatory in nature.

Questions and Inquiries:

Austin Anderson
Coordinator of Marketing and Advertising
transportationads@uconn.edu
(860)486-6637

Deliver all Ads and Payments to:

UConn Transportation Services
3 Discovery Dr. Unit 6199
Storrs, CT 06269
ATTN: Austin Anderson