



HuskyGo Advertising Informational Packet

Overview of Advertising Program

The HuskyGo Advertising Program is offered to any student organization, UConn department, or local business who would like their message to be seen by a large volume of UConn students, employees, and visitors to the campus. If you choose to advertise on our HuskyGo shuttles, your message would receive exposure on 14 shuttle buses that run approximately 17 hours each day. Your advertisement would be seen by 8,000 to 11,000 passengers per day, during their 5 to 30 minute rides. To request advertising space, fill out our request form found at transpo.uconn.edu/advertising.

Advertising Options

All advertisements must be 11" x 17" in size, laminated, and ordered through UConn Document Production Center (DPC)

- Full Semester
 - \$900 for the semester
 - 19 advertisements
 - Conditions
 - Advertisements requests must be received by Monday, August 5th (see timeline for more details)
 - The advertisement design must remain the same for the entire semester.
- Half Semester
 - \$550 for half of the semester
 - 19 advertisements
 - August 26th through October 11th **OR** October 14th through December 6th (excluding Thanksgiving recess)
 - Conditions
 - Advertisement requests must be received by Monday, August 5th (see timeline for more details) **OR** requests must be received by Monday, September 31st (see timeline for more details)
 - The advertisement design must remain the same for the entire half semester.
- Weekly (two week minimum)
 - \$100 per week
 - 19 advertisements
 - Conditions
 - Advertisements requests must be received the Monday two weeks prior to your posting date (see timeline for more details) received by UConn Transportation Services the Thursday prior to your posting date

For more information or to request advertising, please visit transpo.uconn.edu/advertising



Advertisement Details

- Advertisements **must** be ordered through UConn Document Production Center (DPC)
 - Advertisements not ordered through DPC, will **not** be accepted
 - Request that the advertisements are delivered directly to UConn Transportation Services at:
 - 3 Discovery Drive, Unit 6199
 - Storrs, CT 06269
 - Website: ddpc.uconn.edu
- 20 copies must be printed – 19 buses cover the service and 1 spare
- Advertisements **must** be laminated and in size 11” x 17”
 - Advertisements that do not fit this criteria, will **not** be accepted
- Advertisement artwork **must** be approved by UConn Transportation Services prior to ordering through DPC
 - Advertisement artwork must be submitted on the request form
 - Artwork not approved by our office, will **not** be accepted
- Advertisers can request the return of artwork on the advertising request form. UConn Transportation will email when documents are ready for pick up with a 2 week window for pick up.

Timeline for advertising

Timeline	Activity
Monday two weeks before*	Request submitted
Thursday 1.5 weeks before	Deadline for design approval by UConn Transportation
Friday 1.5 weeks before	Deadline for advertiser to submit design to UConn DPC for production
Thursday before	Printed media due from UConn DPC; Payment due in full
Friday before	Printed advertisement given to people to get on bus Friday or over the weekend
Monday	“Post date”

* Three weeks before for the beginning of the semester. Includes a “bonus” week of advertising during Early Arrivals week.

Contact Information

University of Connecticut Transportation Services
 3 Discovery Drive, Unit 6199
 Storrs, Connecticut 06269-6199
transportationads@uconn.edu
 (860) 486-6706

For more information or to request advertising, please visit transpo.uconn.edu/advertising