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, January 6th (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
  - January 20th through March 6th OR March 9th through May 1st (excluding Spring Recess)
  - Conditions
    - Advertisement requests must be received by Monday, January 6th (see timeline for more details) OR requests must be received by Monday, February 24th (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

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday two weeks before*</td>
<td>Request submitted</td>
</tr>
<tr>
<td>Thursday 1.5 weeks before</td>
<td>Deadline for design approval by UConn Transportation</td>
</tr>
<tr>
<td>Friday 1.5 weeks before</td>
<td>Deadline for advertiser to submit design to UConn DPC for production</td>
</tr>
<tr>
<td>Thursday before</td>
<td>Printed media due from UConn DPC; Payment due in full</td>
</tr>
<tr>
<td>Friday before</td>
<td>Printed advertisement given to Advertising Coordinator to get on bus Friday or over the weekend</td>
</tr>
<tr>
<td>Monday</td>
<td>“Post date”</td>
</tr>
</tbody>
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Contact Information

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

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