



# Advertising Info And Specifications

(352) 393-7830 • Effective January 2017

## Market Info

The City of Gainesville Regional Transit System (RTS) is the only public transportation service in Gainesville and Alachua County, FL. We have over 33 fixed and 10 campus shuttle route throughout the City, County, University of Florida and Santa Fe College. RTS provides over 10 million passenger trips per year and has the 13th youngest demographic market in the U.S. Our website receives over 4,000,000 hits per month and our printed schedules reach 30,000 every fall and spring.

## Dates

**Contracts must be in place a minimum of 15 working days prior to the campaign start date.**

**All advertisements must be to RTS a minimum of five (5) working days prior to the campaign start date.**

**Interior card advertisements will be installed on the fifth (5th) and twentieth (20th) day of each month, or the closest working day to those dates.**

## Terms and Conditions

Rates represent space only and not production, installation or removal (unless notated).

15% agency discount is available to qualified agencies, this discount is not available for Public Service Advertising.

An advertising agency placing an ad on behalf of another entity agrees to be jointly, severally and directly liable to RTS and the City for the payment and performance of each obligation of the advertiser under this agreement. Non-payment or delinquent payment may result in cancellation and removal of advertising.

Advertiser or agency agrees to supply own display materials. All production provided by advertiser.

Advertising is subject to content and design requirements set forth by the City of Gainesville and RTS prior to production. Advertising may be subject to other conditions as required by RTS and or the City of Gainesville. RTS cannot accept advertising promoting or including the following:

- Alcohol
- Tobacco Products
- Illegal Drugs
- Explicit Sexual Material
- Illegal Activity
- Political Issues
- Religion

If for any reason, a bus with advertisements is inoperable during the contract term, then the contract will be extended for an equivalent length of time. RTS will replace any damaged exterior graphics at its expense, unless damage is due to defective materials, installation or production.

RTS does not guarantee advertisement being on a specified route.

## Contact

**Theresa Harrison**

**Advertising Sales, Public Outreach Events**

352.393.7830

[harrisontc@cityofgainesville.org](mailto:harrisontc@cityofgainesville.org)

## PSA Terms for 10% Discount

In order to qualify as a public service organization, the following must apply:

- a. The organization must be a 501(c)3 charitable, non-profit or public service organization.
- b. The organization's purpose must be to serve the social needs of the community.
- c. No other advertising is being purchased from other media at full rate.
- d. Ad space is provided by the City of Gainesville RTS on an availability basis and is preemptible by full-rate advertisers.
- e. A 15% agency commission is not available for public service advertising.
- f. PSA rates not available for Full Bus Wraps, print or Web advertising.

## Advertising Specs

### Inside Page:

Full Page - 7.125" x 9.5" (no bleed)

Half Page - 7.125" x 4.5" (no bleed)

### Back Cover:

Bleed Size - 8.75" x 11"

Trim Size - 8.25" x 10.5"

Live Area - 7.125" x 9.5"

### Web Banner:

175 pixels wide x 90 pixels high, 72 dpi

### Electronic File Formats

Print-optimized PDF with fonts embedded, .jpg or .tif files are preferable. All files must be CMYK and 170 dpi or higher.