



The billboard that never stops moving.

# Transit Advertising Order

Vehicle Class: 16-24 passenger

## ADVERTISER INFORMATION

Business/Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Address: \_\_\_\_\_

Title: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_


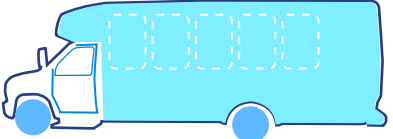

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## AD ORDER SPECIFICATIONS

Our inventory includes a variety of vehicle models and styles. Individual vehicles are assigned on a "first come, first served" basis.

## COST OF VINYL AND INSTALLATION IS ADDITIONAL:

AD SIZE	POSITION	MONTHLY RATE		Circle the applicable rate(s).
		6 MON	12 MON	
<b>Full Wrap</b>				
	Ad Space on each side Approx. 15 ft. wide X 5 ft. tall, Rear Approx. 4 ft. wide X 5 ft. tall			
	Street/Curb/Rear	\$1400	\$1350	
	One-time cost of vinyl & install	\$1500		
<b>Full Side</b>				
	Ad Space Approx. 15 ft. wide X 5 ft. tall (Street Side Shown)			
	<input type="checkbox"/> Street <input type="checkbox"/> Curb	\$600	\$525	
	One-time cost of vinyl & install	\$600		
<b>Rear</b>				
	Approx. 4 ft. wide X 5 ft. tall			
		\$300	\$225	
	One-time cost of vinyl & install	\$300		

## SCHEDULE INFORMATION

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

Total No. of Buses: \_\_\_\_\_

Preferred Buses (Unit Number)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Gross Cost:** \$ \_\_\_\_\_

**1st Payment** \$ \_\_\_\_\_

**Balance Paid @**

\$ \_\_\_\_\_ per month for \_\_\_\_\_ months

Special Instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Preferred start date is based on all materials being produced and delivered on time. Any production delay will be made up with a full term scheduled ad run.

**PRODUCTION INFORMATION**

Production and installation of printed vinyl is a one-time charge and payable with the first month's fee. The basic charge applies to Advertiser providing correct artwork to our required specifications and delivery as digital files. Design services are available at an additional cost billed at \$85 per hour. No production will begin without approval of the final artwork by Advertiser's authorized representative. Any and all changes required due to proofing errors are the complete responsibility of the Advertiser.

**ADVERTISING COPY AND CONTENT**

TAPS Media reserves the right to reject any advertising message or artwork that does not comply with the standards set forth by TAPS Public Transit management. TAPS Media will not accept advertising for alcohol or tobacco products, sexually-oriented businesses, or any other product that TAPS Media deems unacceptable for whatever reason.

**PAYMENT TERMS**

All advertising is payable monthly, in advance. The first month fee is payable at time of order. All other invoices are payable in full to TAPS Media NET 10 DAYS. Invoice more than 30 days past due are subject to the terms and conditions of the TAPS Media Transit Advertising Agreement. A pre-payment discount of 10% may be earned for advance payment of any available schedule (6 months or 12 months).

**BILLING INFORMATION** [ ] Same as Advertiser Information

Business/Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Is a P.O. Number required with billing? If so, provide: \_\_\_\_\_

**SCHEDULE ACCEPTANCE & AUTHORIZATION**

The undersigned representatives authorize and agree to the intent of placement of Transit Ad Space and specifications set forth in the information presented on Page 1 of this media order document. This form is for transit ad space placement and the understanding of the Advertiser's specific intent and the collection of ordering information and is not a binding contract for the Scheduled Advertising. The TAPS Transit Advertising Agreement document to be signed subsequent to the media placement order will constitute the binding contract between TAPS Public Transportation and the Advertiser. The placing of this media order and the information provided and contained herein provides specifics for the framework of the TAPS Transit Advertising Agreement.

Approved and agreed upon by the authorized representatives of Advertiser and TAPS Media.

FOR TAPS MEDIA

FOR ADVERTISER

\_\_\_\_\_  
JOHN RYAN  
ACREE CREATIVE



\_\_\_\_\_  
TITLE \_\_\_\_\_

The billboard that never stops moving.