

ECU TRANSIT

phone: 252-328-0254 • fax: 252-328-0602 • web: www.ecu.edu/transit

because you've only got
TWO MILLION
OPPORTUNITIES
to make a good impression

interior advertising rates & specifications

Advertising with ECU Transit is easy and cost effective. Below are our rates for each poster size and term length, effective February 15, 2012. Longer terms are available; please contact our office for pricing information.

Interior Poster Advertising Rates

Off-Campus Entity Advertising Rates						
Sizes:	11" x 17"	11" x 28"	11"x 34"-35"	11" x 42"	11" x 52"	11" x 56"
Per Card / Week	\$3.75	\$5.50	\$8.50	\$9.50	\$11.50	\$12.00
Min # Posters	Minimum 25 posters; get 5 additional posters FREE with your contract for a total of 30!					
Total Per Week	\$93.75	\$137.50	\$212.50	\$237.50	\$287.50	\$300.00
Advertising term costs below represent the minimum 25 poster purchase.						
2 Weeks	\$187.50	\$275.00	\$425.00	\$475.00	\$575.00	\$600.00
4 Weeks	\$375.00	\$550.00	\$850.00	\$950.00	\$1,150.00	\$1,200.00
6 Weeks	\$562.50	\$825.00	\$1,275.00	\$1,425.00	\$1,725.00	\$1,800.00
8 Weeks	\$750.00	\$1,100.00	\$1,700.00	\$1,900.00	\$2,300.00	\$2,400.00
10 Weeks	\$937.50	\$1,375.00	\$2,125.00	\$2,375.00	\$2,875.00	\$3,000.00
12 Weeks	\$1,125.00	\$1,650.00	\$2,550.00	\$2,850.00	\$3,450.00	\$3,600.00
15 Weeks	\$1,406.25	\$2,062.50	\$3,187.50	\$3,562.50	\$4,312.50	\$4,500.00

On-Campus Department / Organization Advertising Rates						
Sizes:	11" x 17"	11" x 28"	11"x 34"-35"	11" x 42"	11" x 52"	11" x 56"
Per Card / Week	\$2.00	\$3.00	\$4.50	\$5.50	\$7.50	\$8.00
Min # Posters	Minimum 25 posters; get 5 additional posters FREE with your contract for a total of 30!					
Total Per Week	\$50.00	\$75.00	\$112.50	\$137.50	\$187.50	\$200.00
Advertising term costs below represent the minimum 25 poster purchase.						
2 Weeks	\$100.00	\$150.00	\$225.00	\$275.00	\$375.00	\$400.00
4 Weeks	\$200.00	\$300.00	\$450.00	\$550.00	\$750.00	\$800.00
6 Weeks	\$300.00	\$450.00	\$675.00	\$825.00	\$1,125.00	\$1,200.00
8 Weeks	\$400.00	\$600.00	\$900.00	\$1,100.00	\$1,500.00	\$1,600.00
10 Weeks	\$500.00	\$750.00	\$1,125.00	\$1,375.00	\$1,875.00	\$2,000.00
12 Weeks	\$600.00	\$900.00	\$1,350.00	\$1,650.00	\$2,250.00	\$2,400.00
15 Weeks	\$750.00	\$1,125.00	\$1,687.50	\$2,062.50	\$2,812.50	\$3,000.00

Poster Specifications

Posters submitted to ECU Transit for interior advertising must be laminated or otherwise printed on waterproof products. Laminated materials should be completely sealed. Lamination provides better protection for paper against wrinkling, discoloration and other forms of damage due to moisture in humid environments.

Posters should be printed on at least 80lb white cover stock with 3mil laminate or 0.32mil polystyrene; thicker materials are preferred and tend to hold up better. Other materials may be approved by request; please contact us with details to help us determine whether the material is suitable for onboard advertising.

Posters cannot exceed 11" high, including lamination or encapsulation regardless of length. Posters greater than 11" high will not fit in the tracks. Please allow a 1/2" margin on the top and bottom of your ad for the tracks which hold advertisements. All posters should be designed/printed in landscape orientation. If using University Printing & Graphics, please specify your posters are for bus advertising with ECU Transit to ensure correct sizing.

Clients interested in the use of printed vinyl and similar materials in lieu of printed card stock should contact us directly to ensure we can meet your needs prior to printing. Vinyl is recommended for larger ad sizes and longer advertising terms due to its durability. The same rates apply regardless of material, but please note: any applicable installation and removal charges are the responsibility of the advertiser.

it's all about content

Be bold, make it interesting! Just keep in mind a few limitations:

- we reserve the right to reject any poster deemed objectionable, misleading or found to make false claims
- ads must comply with East Carolina University's non-discrimination policy
- we do not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any sexually explicit material

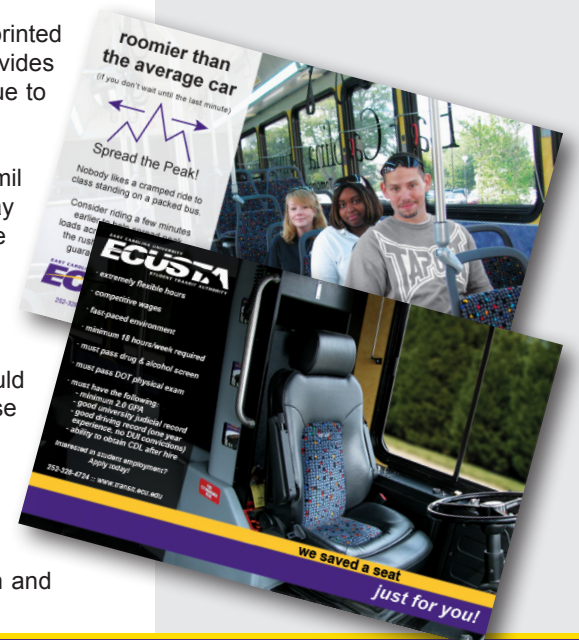
See our complete "Advertising Terms & Policies" for more details.

payment policies

- Payment arrangements must be made in the form of Interdepartmental Transfer (IDT), check or money order. Cash and credit cards are not accepted.
- ECU Transit will assess an additional \$30.00 fee for returned checks.
- Prorated weekly rates are not available.

ready to go?

All it takes is one phone call to begin reaching thousands of students, staff, faculty and visitors at East Carolina University every day! Please contact our Advertising Specialist at 252-328-0254 to get started.



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advertising terms & policies

All advertising with the ECU Transit is subject to the following terms and policies effective February 15, 2012. Please be sure to read over them carefully!

rates & contracts

Rates represent space on 25 of our buses capable of accommodating advertising. Included free of charge with your contract is space for an additional 5 posters for a total of 30. When submitting your posters to the printer of your choice, please be sure to specify a quantity of 30 to take advantage of this offer.

Contracts operate on a display cycle beginning with Sunday and are sold on 2-week, 4-week, 6-week, 8-week, 10-week, 12-week or 15-week terms. Exceptions to this cycle may be made for public service displays related to public/campus safety only. Longer term contracts are available upon request.

Rates differ for off-campus entities versus on-campus departments and organizations; please see our rates tables for exact pricing based on contract length and advertisement size.

available discounts

Any advertiser who commits to an ad for a concurrent fall and spring semester (15 weeks each) are eligible to continue running the same ad for summer (10 weeks) at no additional charge upon request. Apartment complexes who commit to an ad for a concurrent fall and spring semester with free summers are eligible to receive the discounted on-campus rate one time only. This offer is valid for one run of a single ad only and cannot be applied to any other ads.

vehicles, space availability & service uptime

All advertising space is reserved on a space-available basis. Advertising space on ECU Transit buses is reserved only when payment arrangements are finalized. Public safety announcements relating to an immediate campus community safety issue will be granted priority. ECU Transit cannot guarantee placement of advertising on any particular vehicle for any particular route or purpose. We also cannot guarantee special positioning of posters on a bus or within a specific area inside the bus.

ECU Transit cannot guarantee uptime for any particular vehicle, route or other service. ECU Transit reserves the right to remove any vehicle from service at any time due to mechanical issues, maintenance, accidents or other circumstances necessitating such action. Not all vehicles in the fleet are capable of carrying advertisements; such vehicles may be used to replace an advertising capable vehicle at any time. Additionally, ECU Transit reserves the right to modify its service schedule at any time for weather, holidays, university closures or special events.

ECU Transit is not responsible for any vandalism of advertising posters or materials.

advertising content

ECU Transit reserves the right to reject any poster if it is deemed objectionable, misleading, found to make false claims or promotes an illegal product. Advertising material must comply with East Carolina University's policy on nondiscrimination and may not use words or imagery to impugn, degrade or discriminate based on race, color, creed, national origin, religion, sex, sexual orientation, age, veteran status or disability.

ECU Transit does not accept advertising promoting alcohol, tobacco, illegal drugs, illegal activity, X-rated movies, adult book stores, pornography or any advertising containing sexually explicit material. Any advertising poster or display not approved by ECU Transit management will be removed immediately. Posters will be discarded upon completion of the advertising term; no advertising posters will be saved after the expiration of the advertising contract with ECU Transit unless otherwise requested.

ECU Transit's Advertising Specialist will make the final determination regarding the eligibility of the organization to advertise with ECU Transit and will determine whether the advertisement is compliant with ECU Transit policies.

advertising materials

Advertiser or advertising agency agrees to furnish their own display materials (25 posters minimum, 30 posters recommended to take advantage of free offer). All production is to be provided by the advertiser. All material must be delivered to ECU Transit 10 working days prior to campaign start date. Posters which do not meet required material specifications and measurements cannot be displayed.

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built-in demographic

Because ECU Transit operates to serve only the university, you know your message will be reaching the thousands of young adults riding our buses to and from campus every day. By the very nature of what we do, there's no doubt you already know your audience.

your poster, your prerogative

Start to finish, you choose who produces your posters. Double check with your favorite print shop to ensure they can meet our poster specifications. Departments and organizations affiliated with East Carolina University are encouraged to hire the professional graphic artists of University Printing & Graphics for their design and print needs.

think... variety

As an institution of higher education, ECU sees students, staff and faculty from all professions and walks of life. No matter what you're promoting, we've got you covered.

home delivery

Not many forms of advertising can claim to literally arrive at someone's home and invite them in. We transport well over two million passengers every year, with many of them receiving express service straight from their apartments back to campus. Be the first thing they see every morning on the way to class, or the last before getting back home again.

around town

Although most of our service is geared toward getting students to class, our route *303 Blue* may work to bring customers straight to you. As part of its normal service, this route travels to several major shopping, dining and entertainment venues around Greenville.

just look up

Every poster gets placed in an overhead track to allow for obstruction-free viewing from any angle. Raised seating in the rear section of our low-floor buses puts our passengers even closer to your ad.

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