

FRANKLIN REGIONAL TRANSIT AUTHORITY

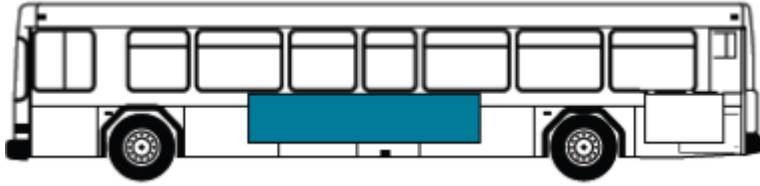


12 Olive Street – GREENFIELD, MA 01301
 (888)-301-2262 Ext 105 Fax: (413) 772-2202
michael@frta.org www.frta.org

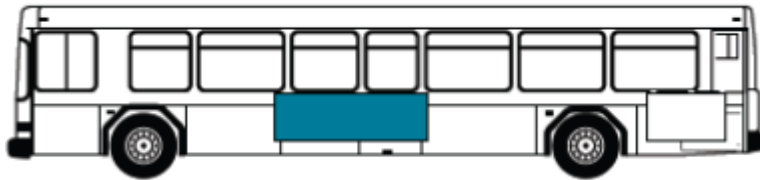
ADVERTISING CONTRACT

| | | | | |
|--|-----------------|-----------------------------------|----------------------------|--------------|
| DISPLAY INFORMATION | | | | |
| APPLICATION DATE _____ | | REQUESTED INSTALLATION DATE _____ | | |
| CLIENT INFORMATION | | | | |
| NAME OF ADVERTISER | | CONTACT PERSON | | |
| MAILING ADDRESS | | | | |
| CITY/TOWN | | STATE | ZIP CODE | |
| PHONE | ALTERNATE PHONE | | EMAIL | |
| ORDER INFORMATION | | | PAYMENT INFORMATION | |
| <i>Rates eff. 10/1/17</i> | | | | |
| AD-SIGN | NUMBER OF ADS | MONTHLY RATE | NUMBER OF MONTHS | COST |
| <input type="checkbox"/> Bus Exterior (48"W x 17"H) | Quantity ____ X | \$125 X | ____ = | _____ |
| <input type="checkbox"/> Bus Exterior (96"W x 27.5"H) | Quantity ____ X | \$175 X | ____ = | _____ |
| <input type="checkbox"/> Bus Interior (28"W x 11"H) | Quantity ____ X | \$35 X | ____ = | _____ |
| <input type="checkbox"/> Bus Shelter (18.5"W x 30.75"H) | Quantity ____ X | \$50 X | ____ = | _____ |
| <input type="checkbox"/> Bus Shelter (24"W x 48"H) | Quantity ____ X | \$75 X | ____ = | _____ |
| <input type="checkbox"/> Back-lit Center* (46"W x 67"H) | Quantity ____ X | \$150 X | ____ = | _____ |
| A 10% discount will apply to non-profits upon documentation of non-profit status | | | | Total: _____ |
| Notes _____ | | | | |
| ROUTE PREFERENCE: <input type="checkbox"/> Route 20 <input type="checkbox"/> Route 21 <input type="checkbox"/> Route 22 <input type="checkbox"/> Route 23 <input type="checkbox"/> Route 24 <input type="checkbox"/> Route 31 <input type="checkbox"/> Route 32 <input type="checkbox"/> Route 41 | | | | |
| PRODUCTION SPECIFICATIONS Production is the responsibility of the advertiser. Exterior Signage: AD-SIGNS must be of flexible, removable, weather-proof, self-adhesive vinyl material. Ads must be on a stiff plastic backing material (corrugated plastic/Coroplast) and be between 0.125" – 0.1875" thick. Interior Signage: must be of card stock, laminated material and be between 0.025" – 0.030" thick. *Ad should be produced on vellum to allow light to shine through AD-SIGNS: <u>Allow 1.5" blank area on all sides</u> (top, bottom, left side, right side) which will be covered by sign holders. Do not place text or logos in these areas. | | | | |
| POLICIES AND STANDARDS: See Reverse side of Advertising Contract. | | | | |
| DEPOSIT: 50% deposit is required to reserve space. Deposit is non-refundable. Remaining balance due when you provide the advertising to the FRTA. Make checks payable to: FRTA. Mail to: 12 Olive St, Greenfield MA 01301 | | | | |
| Printed Name: | | Signature: | | Date: |

FRTA Bus and Shelter Advertising



96"W x 27.5"H Exterior ad space
Maximum Available: Twelve (12)



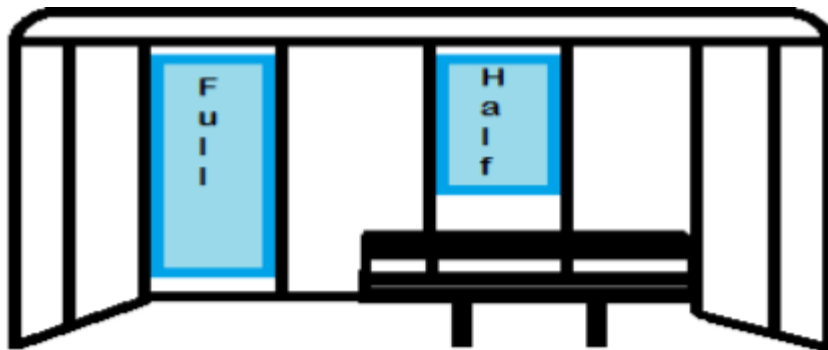
48"W x 17"H Exterior ad space
Maximum Available: Thirty-four (34)



48"W x 17"H rear exterior ad space
Maximum Available: Three (3)



28"W x 11"H interior bus space



Shelter ad space
24"W x 48"H (full) or 18.5"W x 30.75"H (half)
Maximum Available: Fourteen (14) Maximum Available: Two (2)

Also available: Two (2) back lit center shelter ad spaces 46"W x 67"H located at the JWO Transit Center

Please contact us to inquire about bus wraps if interested

Acceptance of Applications is subject to availability of space and approval of the ad and its content.

POLICIES AND STANDARDS FOR ADVERTISING ON FRANKLIN REGIONAL TRANSIT AUTHORITY FACILITIES

The Franklin Regional Transit Authority (FRTA) is a regional transit system established in 1978 under the provisions of Chapter 161B of the Commonwealth of Massachusetts. The FRTA serves communities throughout Franklin, Hampden, Hampshire, and Worcester counties. The FRTA covers the largest (1112.08 square miles) rural and geographical area in Massachusetts. FRTA owns and operates buses, bus shelters, and a transit facility, collectively referred to as “Transit Facilities”, in conjunction with its regional transit system. It is in the public interest to make advertising space available on certain designated Transit Facilities to generate revenue and help fund the operation of the regional transit system.

Purpose FRTA will make space on its Transit Facilities available for limited types of advertising. By allowing limited types of advertising on or within its buses and/or bus shelters, FRTA does not intend to create a public forum for public discourse or expressive activity, or to provide a forum for all types of advertisements. The display of permitted advertising on designated Transit Facilities is intended to supplement fare revenue and other income that funds the regional transit system.

Advertising Standards FRTA intends to maintain a professional advertising environment that maximizes advertising revenues and minimizes interference or disruption of the commercial aspects of its regional transit system. FRTA intends to maintain an image of neutrality on political matters and other non-commercial issues that are the subject of public debate and concern. FRTA intends to protect passengers, employees and FRTA Transit Facilities from harm or damage that can result from reactions to political or controversial materials. FRTA intends to help build and retain transit ridership.

Advertising Restrictions The FRTA will not accept the following for display, posting, or placement on or within its buses or other Transit Facilities: tobacco products, alcoholic beverages, political, religious, obscene, adult entertainment advertisements, or advertisements that in the opinion of the FRTA would threaten the public health or safety or is illegal. The FRTA reserves the right to reject any advertising it deems inappropriate. The ad must be approved by FRTA before submitting your deposit.

Public Service Announcements The FRTA may make advertising space available for governmental entities, academic institutions, or tax-exempt non-profit organizations. Non-profit entities must document their tax-exempt status. The advertisement or public service announcement permitted under this section cannot contain displays or messages that qualify under the Advertising Restrictions section and must comply with these advertising policies and standards.

Space Availability The FRTA limits the amount of space on its Transit Facilities available for advertising and does not represent that it can accommodate all requests for advertising space. All advertising space will be offered on a first come first serve basis.

Reservation of Rights The FRTA reserves the right to amend these policies and standards at any time, subject to any contractual obligations. The FRTA reserves the right to discontinue advertising on FRTA Transit Facilities and discontinue accepting advertising for display or posting on FRTA Transit Facilities. The FRTA reserves the right to limit the availability of advertising space on its Transit Facilities and remove advertising that does not comply with these advertising policies and standards, subject to any contractual obligations. The FRTA reserves the right to reject any application in the best interest of the FRTA.