

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. 1/1/23</i>				
AD-SIGN	NUMBER OF ADS	MONTHLY RATE	NUMBER OF MONTHS	COST
<input type="checkbox"/> Bus Exterior Queen & Tail (48"W x 17"H)	Quantity ____ X	\$100 X	_____ =	_____
<input type="checkbox"/> Bus Exterior King (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 Full (22.5"W x 48"H)	Quantity ____ X	\$50 X	_____ =	_____
<input type="checkbox"/> Bus Shelter Half (18.5"W x 30.75"H)	Quantity ____ X	\$35 X	_____ =	_____
<input type="checkbox"/> Bus Shelter Back-Lit (46"W x 67"H)	Quantity ____ X	\$100 X	_____ =	_____
<input type="checkbox"/> Full Bus Wrap Front, Back, Left, and Right Sides of Bus	Quantity ____ X	\$400 X	_____ =	_____
A 10% discount will apply to non-profits upon documentation of non-profit status				Total: _____
Notes _____				
ADVERTISING EXAMPLES AND AVAILABILITY: See Page 2.				
PRODUCTION SPECIFICATIONS: See Pages 3&4.				
POLICIES AND STANDARDS: See Page 5.				
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 bus ad space
Maximum Available: Fifteen (15)



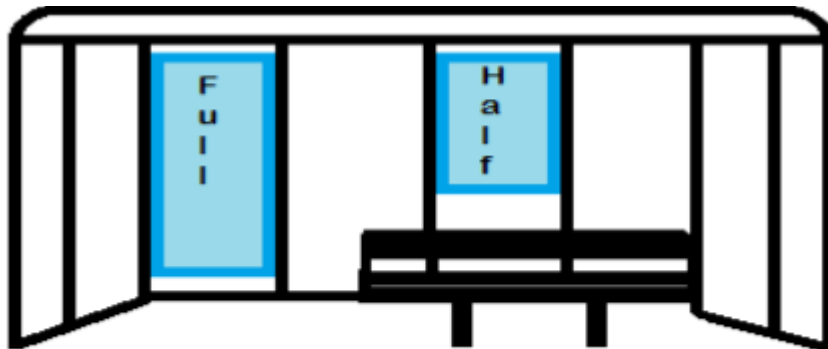
48"W x 17"H Exterior bus ad space
Maximum Available: Thirty-four (34)



48"W x 17"H Rear exterior ad space
Maximum Available: Eight (8)



28"W x 11"H Interior bus ad space



Shelter ad space
22.5"W x 48"H (Full)
Maximum Available: Fourteen (14)
Located throughout Franklin County

or 18.5"W x 30.75"H (Half)
Maximum Available: Two (2)
Located at JWO Transit Center



or 46"W x 67"H (Back-Lit)
Maximum Available: Two (2)
Located at JWO Transit Center



Bus wrap
35-Ft Bus
Maximum Available: Seven (7)



30-Ft Bus
Maximum Available: One (1)



25-Ft Bus
Maximum Available: Seven (7)

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

Eff. 1.1.23

FRTA Operations

The FRTA is made up of 41 communities throughout Franklin, Hampden, Hampshire and Worcester Counties operating both fixed route and paratransit services. Ad space on FRTA vehicles and bus shelters are predominantly located within Franklin County. The fixed route vehicles with available advertising space serve the following municipalities: Athol, Buckland, Charlemont, Deerfield, Erving, Greenfield, Hatfield, Montague, Northampton, Orange, Shelburne, Sunderland, and Whately. The paratransit vehicles with available advertising space serve the following municipalities: Athol, Charlemont, Deerfield, Erving, Gill, Greenfield, Hatfield, Leyden, Montague, New Salem, Orange, Shelburne, Warwick, Wendell, and Whately. Vehicle assignments are rotated to cover all necessary FRTA operations without regard to specific municipalities; therefore, advertising cannot be made for vehicles to travel only to specific municipalities. If an advertiser is looking to only target specific municipalities, FRTA will do its best to place ads on those vehicles most likely to service those municipalities if space is available. More specific information on FRTA routes and services can be found online at www.frta.org.

FRTA Advertising Specifications

Exterior Bus 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 Bus Signage: AD-SIGNS must be of card stock, laminated material and be between 0.025" – 0.030" thick.

Bus Shelter Signage: Full and Half Bus Shelter 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. AD-SIGNS. Back-Lit Bus Shelter AD-SIGNS should be produced on translucent paper or film to allow light to shine through. Material should be able to withstand various types of weather climates and UV light.

Bus Shelter Locations: Below are latitude and longitude coordinates for current shelter locations:

Town Location	Stop Name	Latitude	Longitude	# of Shelters/Ads
Greenfield	JWO Transit Center	42.58595	-72.60051	4
Greenfield	Greenfield Gardens	42.59187	-72.61121	1
Greenfield	Elm Terrace	42.5963	-72.61134	2
Greenfield	Greenfield Corporate Center	42.57644	-72.62359	1
Turners Falls	Farren	42.58628	-72.57554	2
Turners Falls	Food City	42.60451	-72.56091	1
Turners Falls	Ave A & 3rd St	42.60791	-72.55654	2
Turners Falls	Scotties	42.59977	-72.55143	1
Turners Falls	Montague Center	42.53339	-72.53188	1
Orange	Orange Center	42.59037	-72.3084	1
Whately	Whately Park & Ride	42.46995	-72.6153	1
Charlemont	Charlemont Park & Ride	42.61939	-72.749	1

Viewable Area: Allow 1.5" blank area on all sides (top, bottom, left side, right side) which will be covered by sign holders. Do not place text or logos in these areas.

Advertisement Production: For bus exterior, interior, and bus shelters is the responsibility of the advertiser. For Full Bus Wraps see below for more details. Advertisers may choose any company to produce ads. If you are unsure of where to start, here is listing of companies that have printed ad signs in the past (in no particular order):

Copycats Printing – 413-774-3500
Greenfield, MA

Hadley Printing Co. – 413-536-8517
Holyoke, MA

Locus Press – 413-774-4785
Deerfield, MA

Marcus Printing – 413-534-3303
Holyoke, MA

Advance Reproduction Corp. – 978-522-1264
North Andover, MA

Springfield Printing – 800 437-9244
North Springfield, VT

Sunraise Printing – 413-586-7133
Hadley, MA

AF Graphics – 888-750-1066
Stafford Springs, CT

Minuteman Press – 413-733-7441
Springfield, MA

Ludlow Printing - 413-583-5220
Ludlow, MA

Full Bus Wraps: AD-SIGNS will cover the front, back, left, and right sides of an FRTA bus with the exception of the following: front windshield, side windows immediately adjacent to the right and left of the driver's seat, headlights, tail lights, blinkers, running lights, license plates, etc. All other windows may be covered with translucent wrap material. Wraps must be applied by certified installer using 3M, Avery, Arlon, MACtac, or similar materials approved by FRTA. Installer must coordinate the installation and removal of wrap with FRTA. Advertisers may choose any company to produce ads. If you are unsure of where to start, here is listing of companies online that can design, print, and install bus wraps (in no particular order):

<https://www.addesign.com/>

<https://iguana-iris-p59y.squarespace.com/>

<https://www.westsidesignsandprint.com/>

<https://www.awesomegraphics.com/>

Eff. 1.1.23

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 buses or other 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 buses or other 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 buses or other Transit Facilities and discontinue accepting advertising for display or posting on FRTA buses or other 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.

Eff. 1.1.23