



2017 FREE SUMMER SHUTTLE INTERIOR ADS

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From/To	Art Deadline
May 27-June 30	May 17, 2017
July 1-July 31	June 13, 2017
August 1-September 4	July 13, 2017

AD RATES

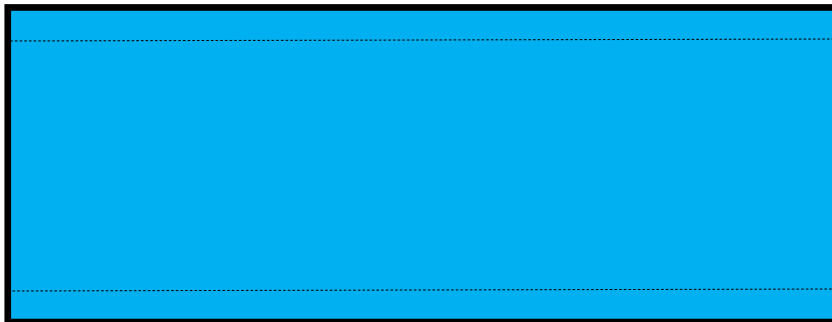
\$75 per month/nonprofit rate
\$125 per month/for-profit businesses
 Reserve on a monthly basis.

- ◆ Cost includes printing, installation and placement of one ad for approximately one month.
- ◆ Seen by up to 1,000 riders /day.
- ◆ Ads are not available in the Loews Free Silver Strand Shuttles.

BUS INTERIOR AD (11" X 27")



27"



1"
 9" 11"
 1"

FOUR FREE Summer Shuttles

- May 27-September 4
- FREE all summer
- 7 days a week
- Runs every 15 minutes
- Sunday-Thursday
8:57 a.m. to 9:42 p.m.
- Friday & Saturday
8:57 a.m. to 10:42 p.m.

Specifications:

Finished Size: 27" x 11"

Live Area: 27" x 9" (leave 1" top and bottom for channel)

Will be printed on 20 PT stock. Cis Cover

- Layout at 100% final size
- Include crop marks and bleeds
- 300 dpi – TIFF or JPG
- CMYK Color Model

- Solid Blacks (C=60, M=40, Y=0, K=100)
- Convert type to paths

Provide for Production:

- Art on CD, DVD, thumb drive or emailed
- All font files
- All Images scanned high resolution at 300 dpi at 100%
- Provide Color output of final image