

2011–2012

ADVERTISING FOR WMU DEPARTMENTS & REGISTERED STUDENT ORGANIZATIONS

WMU Bronco Transit will expose your message to 3,300 students a day!

GREAT VALUE

Your ad will appear for one month inside Bronco Transit buses. There are a total of seven buses servicing six Bronco Transit routes.

SO SIMPLE

Just provide the completed advertisements — we'll do the rest!



starting at
\$125
per month

70,000 exposures —
just \$1.79 per 1,000
impressions!

ADVERTISING DEADLINES

Advertisement is available on a monthly basis. Ads will be placed by the first Friday of each month. Late ads will not be prorated. Packages for December and January will be prorated due to school closure.

2011	ADS DUE
SEPTEMBER	Friday, August 26
OCTOBER	Friday, September 23
NOVEMBER	Friday, October 21
DECEMBER	Friday, November 18

2012	ADS DUE
JANUARY	Friday, December 23
FEBRUARY	Friday, January 20
MARCH	Friday, February 24
APRIL	Friday, March 23

AD SPECIFICATIONS

Full Size 17" w x 11" h
Safe Area 17" w x 10.25" h



AD SUBMISSION

Mail or deliver completed bus ads to:

Lauren Cowherd
c/o Auxiliary Enterprises Marketing
Moore Hall
1903 W. Michigan Ave.
Western Michigan University
Kalamazoo, MI 49008-5215

Upload electronic files to our FTP site:
<http://access.auxe.wmich.edu>

WMU DEPARTMENT / RSO NAME: _____

Contact Name _____

Campus Address _____

Mail Stop _____

Phone _____

Fax _____

Email Address _____

ADVERTISING SPECIFICATIONS & OPTIONS

- * All options include placement on the Gold, Brown, Oakland, Parkview, Valley Express and Downtown Express routes (one ad per bus on seven running buses)—for one month.
- * Advertising cycles begin on the first Friday of each month. Buses do not run May, June, July or Aug.
- * Nine total ads are needed — seven for the running buses, and two ads to be used in the event that a substitute bus is needed.
- * A \$75 per hour setup fee will be applied to all materials not meeting the specifications listed below.

STANDARD PACKAGE—\$125

Advertiser provides nine bus-ready advertisements. Materials have been printed on cover stock, trimmed to 17"x11" and laminated.

Sept. Oct. Nov. Feb. March April # of months _____ X \$125 = _____ X # of packages _____ = _____
 Prorated months: Dec. Jan. # of months _____ X \$62.50 = _____ X # of packages _____ = _____
Total = _____

LAMINATION PACKAGE—\$155

Advertiser provides nine bus-ready advertisements. Materials have been printed on cover stock and trimmed to 17"x11".

Auxiliary Enterprises will laminate ads for advertiser.

Sept. Oct. Nov. Feb. March April # of months _____ X \$155 = _____ X # of packages _____ = _____
 Prorated months: Dec. Jan. # of months _____ X \$77.50 = _____ X # of packages _____ = _____
Total = _____

PRINTING & LAMINATION—\$205

Advertiser provides camera-ready digital artwork to fit the safe area of 17"x10.25". Acceptable formats are InDesign, .tiff, .jpg, .eps or .pdf.

Auxiliary Enterprises will print and laminate ads for advertiser.

Sept. Oct. Nov. Feb. March April # of months _____ X \$205 = _____ X # of packages _____ = _____
 Prorated months: Dec. Jan. # of months _____ X \$102.50 = _____ X # of packages _____ = _____
Total = _____

PAYMENT (Payment due with signed contract.)

- Check enclosed. Check Number: _____ Fund & cost center number: _____
 Charge to my: Visa MasterCard Discover

Card Number and Expiration Date _____

Signature of Card Holder _____

I do hereby certify that I am the duly authorized agent of the company named above, and am authorized to make and execute this contract for advertising on the WMU Bronco Transit bus system on its behalf. I understand this contract may not be canceled once signed by the representative. I understand my company will be charged a \$75 per hour setup fee if my ad does not meet the specifications listed above. I understand that Western Michigan University can make no guarantee against mechanical failure of Bronco Transit buses, that substitute buses without advertising may cover the route until the official bus(es) can be repaired, and that refunds cannot be given in these situations. I have read and agree to all terms listed above.

FAX COMPLETED FORM TO:

Bronco Transit Advertising • Fax: (269) 387-3539

Signature _____

Date _____