

2011-12

### OFF CAMPUS COMPANIES

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  
**\$480**  
 per month

70,000 exposures —  
 just \$6.86 per 1,000  
 impressions!

### ADVERTISING DEADLINES

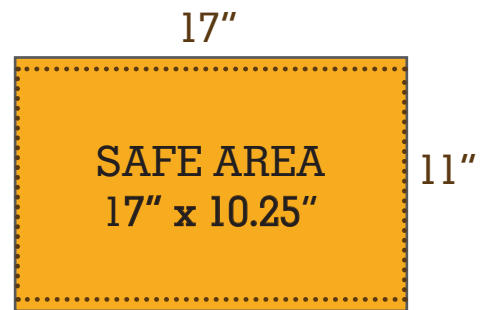
Advertisement is available on a monthly basis. Ads will be placed by the first Friday of each month. Late ads will not be prorated. Packages for December and January will be prorated due to school closure.

| 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>



COMPANY NAME: \_\_\_\_\_

Please note that Western Michigan University reserves the right to refuse companies advertising products and services that fall outside of the mission of the University.

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

### OFF CAMPUS 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.

\*\*\* SEMESTER AND YEARLY RATES AVAILABLE PLEASE CALL (269) 387-3372 \*\*\*

STANDARD PACKAGE—\$480

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 \$480 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Prorated months:  Dec.  Jan. # of months \_\_\_\_\_ X \$240 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Multiple ad discount 10% = \_\_\_\_\_  
 Total = \_\_\_\_\_

LAMINATION PACKAGE—\$510

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 \$510 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Prorated months:  Dec.  Jan. # of months \_\_\_\_\_ X \$255 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Multiple ad discount 10% = \_\_\_\_\_  
 Total = \_\_\_\_\_

PRINTING & LAMINATION—\$560

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 \$560 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Prorated months:  Dec.  Jan. # of months \_\_\_\_\_ X \$280 = \_\_\_\_\_ X # of packages \_\_\_\_\_ = \_\_\_\_\_  
 Multiple ad discount 10% = \_\_\_\_\_  
 Total = \_\_\_\_\_

### PAYMENT (Payment due with signed contract.)

Check enclosed. Check 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 \_\_\_\_\_