

CAMPUS MAPS

Back by popular demand are our Bronco Transit campus maps. These handy 5.25" x 9" maps fold out to 24.5" x 18" and feature main, east and Parkview campus building locations. The maps also outline the six Bronco Transit bus routes and provide QR codes to easily access route times and GPS locations via a smart phone with internet access.



SCAN THIS QR CODE
to learn more about Bronco Transit!

ADVERTISING SPECIFICATIONS

- Submit a print-ready, 300 ppi, 4-color advertisement. Sizes and specifications are listed to the left. Acceptable formats are InDesign, .tiff, .jpg, .eps or .pdf.
- Advertisements will be placed inside the Bronco Transit Campus Map on a first-come, first-served basis.
- A \$75 per hour setup fee will be applied to all materials not meeting the specifications listed above.

AD SIZES

Business card 3.5" (width) x 2" (height)
 Half page 5.25" (width) x 4.5" (height)
 Full page 5.25" (width) x 9" (height)

AD DEADLINES & SUBMISSION

Artwork July 29, 2011
Upload files to our FTP site: <http://access.auxe.wmich.edu>

CAMPUS MAPS ADVERTISEMENTS

- Business card \$375
- Half page \$750
- Full page (inside) \$1,500
- Full page (back cover) \$1,750

TOTAL: _____

Discount available when you purchase both a campus map ad and bus ad. Ask for details!

WMU DEPARTMENT / COMPANY NAME

Dept./Company Name _____ Contact Person _____

Address _____ WMU Mail Stop _____

Phone _____ Fax _____ Email Address _____

PAYMENT (Payment due with signed contract.)

Check enclosed. Check Number: _____

Charge to my: Visa MasterCard Discover

WMU Department Fund & Cost Center _____

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.

Signature _____ Date _____