

2010-2011
ADVERTISING FOR WMU DEPARTMENTS
& REGISTERED STUDENT ORGANIZATIONS

WMU Bronco Transit will expose your message to 2,800 students a day!

GREAT VALUE

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

SO SIMPLE

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

starting at
\$125
per month

57,200 exposures —
just \$2.19 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.

2010	ADS DUE
SEPTEMBER	Friday, August 20
OCTOBER	Friday, September 17
NOVEMBER	Friday, October 15
DECEMBER	Friday, November 12

2011	ADS DUE
JANUARY	Wednesday, December 15
FEBRUARY	Friday, January 14
MARCH	Friday, February 11
APRIL	Friday, March 18

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

E-mail electronic files to:
ae-marketing2@wmich.edu



Bronco Transit
WMU DEPARTMENT & RSO

2010-2011
ADVERTISING
WESTERN MICHIGAN UNIVERSITY

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 and Parkview routes (one ad per bus on six running buses)—for one month.
- * Advertising cycles begin on the first Friday of each month. Buses do not run May, June, July or Aug.
- * Seven total ads are needed — six for the running buses, and a seventh to use in the event that a substitute bus is needed.
- * Advertiser must also provide camera-ready digital artwork of ad to be displayed on televisions inside of buses.
Acceptable formats are InDesign, .tiff, .jpg, .eps or .pdf
- * A \$75 per hour setup fee will be applied to all materials not meeting the specifications listed below.

STANDARD PACKAGE—\$125

Advertiser provides seven 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 seven 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 _____