



2016 SUMMER SHUTTLE BUS ADS

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From/To	Art Deadline
May 27-June 26	May 13, 2016
June 27-July 26	June 13, 2016
July 27-August 26	July 13, 2016
August 27-September 26	August 13, 2016

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 do not include Cays shuttle service

BUS INTERIOR AD (11" X 27")



27"



FOUR FREE Summer Shuttles

- May 27-September 26
- FREE all summer
- 7 days a week
- Runs every 15 minutes
- Sunday-Thursday
9:02 a.m. to 9:42 p.m.
- Friday & Saturday
9:02 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 or DVD or emailed
- All font files
- All Images scanned high resolution at 300 dpi at 100%
- Provide Color output of final image