

Transit

Advertising Program

Public Information Guide



Is your organization looking for a highly visible yet affordable way to promote itself, its services, or its events? The City of Banning, through the Transit Advertising Program, offers access to transit shelters and exterior/interior bus advertising space. You pay for and arrange the production of the posters, and we provide a place for them to go.

These spaces are in high demand, so apply now.
<http://banning.ca.us/transit-advertising-program.aspx>

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Description

The City of Banning's Transit Advertising Program offers access to transit advertising space for an affordable rate. Advertising on City buses and shelter helps to support public transit, a vital community service, and are a responsible way to help the environment. Placing your ad on a bus tells people that you are supporting the needs and interests of your community.

The intent of the program is to build partnerships within the community and provide opportunities for local organizations to promote events and services in the Pass area.

Making a request is as simple as sending an email with specific information detailed in these guidelines. Deadlines occur monthly and are generally four calendar months in advance.

Transit Advertising Program introduces thirty-six interior bus posters as opportunities to advertise your subject of choice. The City of Banning may also sell and maintain full and/or partial exterior wraps of up to nine different buses subject to approval. Terms of exterior bus wraps will be for a minimum of six (6) months and a maximum of twelve (12) months. Please note that the Banning Connect Logo must remain visible somewhere on the vehicle.

The City of Banning also has eleven (11) bus shelters with advertising opportunities. Locations of the bus shelters are:

Sun Lakes Village Dr.
176 N. Alessandro
3170 W. Ramsey St.
63 South 4th St.
150 E. Ramsey St.
Ramsey and 8th St.
3367 W. Ramsey St.
2034 W. Ramsey St.
3117 W. Ramsey St.
3144 W. Westward
600 N. Highland Springs

Program Priorities

City of Banning departments, divisions and organizations have priority over non-City organizations

City of Banning community partnerships will receive priority over other organizations

Applications from community service organizations will receive consideration after applications from City of Banning departments, divisions and organizations have been accommodated

Civic departments and branches occasionally use the spaces for important public service announcements and may have priority over all others

Campaigns which have a specific time frame, show, or event associated with them will be given priority over general awareness or informational campaigns

Please note that campaigns of less than four(4) weeks will be given a lower priority due to the operational processes of this program



General Eligibility Criteria

All applicants for the Transit Advertising Program must meet the following criteria:

Applicants must be a private business with a point of sale within Riverside County, or an artistic, cultural or community service organization registered as a non-profit organization (501c3) based in California.

Applicants must be based and active within Riverside County, and provide programming, activities or services that are open to the public.

Community service organizations may apply if the campaign is primarily to provide program information; to raise awareness of a service being provided; to raise awareness of charitable activities; or to promote an event not on the list of ineligible activities listed below.

Activities and services being promoted must take place in Riverside County.

All applicants will ensure that advertising will not discriminate or encourage discrimination against people based on race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition. Applicants found to promote these activities will be immediately removed from the program.

All advertising messaging must be within the control of the applicant and cannot contain content that violates any third-party rights, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.

Ineligible Activities & Organizations

Any advertiser not able to fit the general eligibility guidelines including:

Any group which represents amateur or non-sanctioned sport or non-accredited educational institutions.

Promotion of the following activities is also not eligible:

Sale of Controlled Substances such as tobacco, alcohol, or cannabis;

Sale of items or services controlled by age such as firearms, or adult entertainment;

Local lotteries, contests, and competitions with limited entry provisions;

Events that are largely or exclusively fundraisers;

Advocacy or religious messages which seek to present information or a particular point of view;

Politically-related messages or campaigns.

For more information, please see the City of Banning Advertising Policy.



General Information

The following are general yet important aspects to keep in mind while submitting a program application:

1. Applications are accepted year-round and have monthly deadlines with notifications occurring the following month. Requests should be submitted at least four months prior to any event and must be in writing. Email is the preferred mode of communication.
2. The Transit Shelter Advertising Program is only able to provide space to shelters located within the City of Banning.
3. An organization may apply for a single campaign up to:
 - 11 spaces in transit shelters
 - 9 spaces within the bus fleet
4. All campaigns begin the first of the month following the approval and print of applicable art.
5. The City's Advertising Program ONLY provides space and does not provide financial or other support for the design or production of the actual posters. Advertisers are responsible for ensuring that their budget allows for the costs associated with design, printing and delivery.

How Are Locations Decided?

The advertising spaces are allotted throughout the City of Banning by the City Transit Division on a continually changing basis (not dedicated spaces).

When scheduling campaigns, the City gives priority to advertisers who pay for their space. the City may opt to provide free advertising space to Non-Profit Organizations.

What happens to the campaign art???

For those who would like to explore the possibility of having material returned, please email transit_advertising@banningca.gov

If the campaign art is UNDATED or is NOT time sensitive, the material, with permission, will be retained at the discretion of City of Banning staff for use on an "as space is available" basis.

For bus wraps, the City will remove the wrap from the buses within 30 days of the end of the campaign. Advertiser is responsible for the cost of removal and will be invoiced once the service is completed.



How to Purchase Advertising Space

Space inquiries are accepted throughout the year. It is important that interested organizations submit the request a minimum of four months in advance of the dates they would like the campaign to run.

Please note when requesting dates that all campaigns begin on the first of the month and run until the last day of the month of the purchased campaign window.

Requests should be sent, via email, to:
City of Banning, Transit Division transitadvertising@banningca.gov

The email must include the following:

- Full organization name
- Billing address of organization
- Name and title of contact person
- Phone (office and mobile) numbers
- Contact E-mail address
- Dates of Campaign (applied months)
- Type of Space Desired
- Number of Spaces for each Type
- Campaign Title

Additional information, material, or supporting documents, will be requested by the City if needed, and do not need to be provided with the written request.

Campaign Development Process

Upon receipt of the written request, City of Banning staff tentatively schedules a booking into the City's overall allotment of available advertising space for the month.

Approximately three months prior to the posting date, City staff will review the written request. This includes contact with the organization to check on eligibility, to ensure that there is still interest in participating in the program, and to provide guidance on the process of print screening and approval.

Once schedules and campaign details are finalized, City Staff will reach out to potential advertisers to discuss art creation and approval, and provide milestone dates for the placement of art by the beginning of the Campaign start Month.

IF artwork does not meet City guidelines or requires revision, the Advertiser WILL NOT be charged for extra time on the Campaign as a result of the review and rework of art.

Please note that the City's Transit Advertising Program ONLY provides space and does not provide financial or other support for the design or production of the actual media.

In addition, it is important that a PDF file or JPEG of the design is provided to the City representative PRIOR to the media being printed. This is for City review and approval; to check that the art conforms to the guidelines of the program.

Please note that the timelines and other requirements described in these guidelines exist to ensure the successful and equitable operation of the Transit Advertising Program.



Production Specifications for Supplying Finished Posters/Artwork

Dimensional Data

Paper Trim Size: The overall size of the poster.

Bus Interior: 11" (high) x 14" (wide)

Bus Shelter: 22" (high) x 28" (wide)

Visible Opening: This is the visible space (less frame).

Bus Interior: 10.5" (high) x 13.5" (wide)

Bus Shelter: 21.25" (high) x 27.25" (wide)

Full Safety Size: This is where you should contain all text or logos.

Bus Interior: 10.25" (high) x 13.25" (wide)

Bus Shelter: 21" (high) x 27" (wide)

A digital template to assist with artwork preparation (EPS format) is available. Email request for template to: transitadvertising@banningca.gov

Outdoor Stock Standard

7 pt. Coated Translucent Bristol: resistant to shrinking, stretching, fading, and humidity. City of Banning does not accept styrene faces.

Ink Characteristics

Resistant to UV rays, cracking, and chemical reactions to airborne pollutants.

Production

Posters can be screen printed one side only. Your printer may be able to compensate for some washing-out of colour when the poster is backlit at night by using darker tones.

Do not laminate the posters! Because the advertising frames are glass, heat from the sun will cause the posters to go brittle and crack. This will result in a poster which may look unattractive before the campaign is finished.

Quantity

The City of Banning requires that a minimum 50% overrun of posters be supplied, above the number of advertising spaces being used for the first 3-month campaign period.

Longer posting periods require additional posters:

- 50% overrun - 1-3 month campaign
- 100% overrun - 4-6 month campaign
- 150% overrun - > 6 month campaign

Poster Delivery

Finished art is to be RECEIVED by City of Banning by the 25th of the month proceeding the campaign start date.

Deliver posters to:

City of Banning

Transit Division

99 East Ramsey Street

Banning, CA 92220

Contact: Stephanie Sirls

Hours: 8:00 a.m. - 5:00 p.m. Monday - Friday

Posters must be rolled in cardboard tubes (no boxes, skids or paper wrap) with a maximum of 35 posters per tube.

IMPORTANT: The advertiser and campaign as named in your application to the City as well as the first posting date must be clearly marked on the outside of each poster tube.

Bus Wraps

Bus Wrap design and installation will be coordinated directly with City staff to ensure that the wrap material and artwork adhere to City guidelines. City shall provide contacts necessary to complete the installation by a pre-approved third-party vendor.

Due to the nature of the bus wrap, all wrap Campaigns will last a minimum of 6 months, and no longer than 12 months without the reapplication or removal of the original installation.

General

The quality of the production supplied to the City is the responsibility of the advertiser. The City proactively maintains the faces on their shelters; however, should the production supplied not meet the minimum standards outlined and/or not remain posted using their standard posting procedures, the advertiser/agency is responsible for the additional posting costs incurred to maintain the faces and any media time lost.

