



## Omnitrans Interior Buscard Advertising

Omnitrans is pleased to provide advertising opportunities for organizations inside its buses. We provide more than 16 million passenger trips each year, and our typical riders are young, low income, and ethnically diverse. If any of these criteria fit your target audience, Omnitrans buscard advertising offers valuable exposure at just pennies per impression!

### **Rates and Terms:**

- Buscards are displayed for a six-month period, unless otherwise requested, on a *space-available basis*. Rates are:
  - Businesses - **\$3.00** per buscard per month - 6 month minimum
  - Non-profit organizations (verification required) - **\$2.00** per buscard per month - 6 month minimum
- Your buscards may be installed on the entire Omnitrans fleet (164 buses) or:

#### **sbX Only (14 buses)**

Serving the communities of Loma Linda and San Bernardino

#### **East Valley Only (112 buses)**

Serving the communities of Colton, Fontana, Highland, Loma Linda, Redlands, Rialto, San Bernardino, and Yucaipa

#### **West Valley Only (69 buses)**

Serving the communities of Chino, Chino Hills, Fontana, Montclair, Ontario, Rancho Cucamonga, and Upland



*Please note that **full payment** is required in advance of installation.* Payments should be made to Omnitrans.

### **Posting:**

- Buscards are posted during the first week of each month. Please note that receipt of a completed authorization form (below), printed posters, **and** full payment must be received by Omnitrans prior to installation.
- *Due to wear, buscards cannot be returned after use.*
- Buscards will be removed from buses after approximately six months, or sooner if desired by the advertiser.
- Omnitrans is unable to guarantee buscard placement locations within the bus.

### **Artwork/Specifications:**

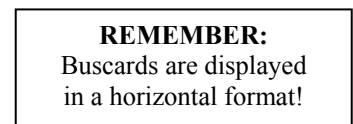
Size: 11" high, 20" – 28" wide

Stock: 18 - 24 point card stock, high gloss UV coating on front side

Please Note: NO take-ones or tear-offs are allowed

11"

20 – 28"



- All artwork, production and delivery costs are the responsibility of the advertiser.
- Only finished posters that meet the above specifications will be accepted.
- Omnitrans has the right to refuse advertising deemed unacceptable or objectionable.



## Omnitrans Buscard Posting Authorization

Please return this signed form via mail or fax to:  
Omnitrans Marketing Department, 1700 West Fifth St., San Bernardino, CA 92411  
Phone (909) 379-7148 • Fax (909) 888-0524 • [diane.bojorquez@omnitrans.org](mailto:diane.bojorquez@omnitrans.org)

Organization: \_\_\_\_\_ Authorizing Agent: \_\_\_\_\_

Ad Title: \_\_\_\_\_ Poster Size: \_\_\_\_\_

Quantity: \_\_\_\_\_ x \$18 (\$3 per month x 6-month minimum = Total Business Amount Due \$ \_\_\_\_\_

Quantity: \_\_\_\_\_ x \$12 (\$2 per month x 6-month minimum = Total Non-Profit Amount Due \$ \_\_\_\_\_

Posting Locations: \_\_\_\_\_ East Valley \_\_\_\_\_ West Valley \_\_\_\_\_ Both \_\_\_\_\_ sbX Only

Signature of Authorizing Agent: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_