



**FREDERICKSBURG**

**REGIONAL**

**TRANSIT**

**ADVERTISING**



FREDERICKSBURG REGIONAL TRANSIT

**ADVERTISING WITH FREDERICKSBURG REGIONAL TRANSIT**

**OVERVIEW**


This document provides information regarding Fredericksburg Regional Transit’s Advertising Program (FRED). FRED provides public transportations services to the City of Fredericksburg and Spotsylvania and Stafford Counties. FRED operates body-on-chassis style vehicles and provided deviated fixed-route services to the greater Fredericksburg Region, the University of Mary Washington, Germanna Community College, University of Mary Washington Hospital and dozens of major employers in the region.

**ADVERTISING RATES FOR FREDERICKSBURG REGIONAL TRANSIT**


**INTERIOR DISPLAY**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
21” w X 11.25” h Per advertisement/ per bus	\$50 /month	\$30 / month	\$25 / month	\$25 / month

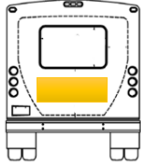
**CURBSIDE SMALL**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$175 /month	\$150 / month	\$140 / month	\$125/ month

**STREETSIDE SMALL**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$175 /month	\$150/ month	\$140 / month	\$125/ month


**TAIL LIGHT SMALL**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$200 /month	\$175 / month	\$160 / month	\$150 / month




FRED  
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**FULL STREETSIDE**

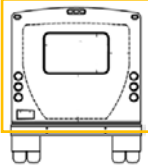
	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$450 /month	\$400 / month	\$375 / month	\$350 / month

**FULL CURBSIDE**

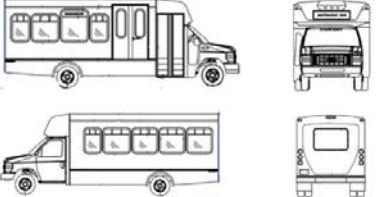
	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$450 /month	\$400 / month	\$375 / month	\$350 / month

\*Passenger Door Windows may not be covered

**FULL REAR**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$400 /month	\$375 / month	\$350 / month	\$325 / month

**FULL WRAP**

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	\$1,750 / month	\$1,500 / month	\$1,300 / month	\$1,250 / month

**NOTE: Advertiser is responsible for the cost of proper removal of all wraps designated as "Full"**

Monthly advertising fees do not include the cost for artwork, layout, printing or production fees of any signage. Advertisers can use the production company of your choice, or FRED can provide that service for you. Production prices and/or recommended vendors are available upon request. All materials and artwork must be approved by FRED Transit in advance.



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### **FACILITY ADVERTISING**

In addition on FRED Transit Vehicles, FRED has advertising available at its Transit Facility – FRED Central. This transit center is accessed by FRED Transit buses, Greyhound, and Taxi services. See “Photos of Advertising Space” for location information.

There is a minimum of a \$500.00 requirement (this is for sales/the payment to FRED only, does not include design, printing or production costs incurred by the advertiser) to purchase advertising space. Interior and exterior advertisements must be a 3 month contract minimum.

We are not able to commit your advertisement to any specific bus route(s). Our buses rotate on a daily basis within FRED Transit’s service area. For more information on our routes and service area please go to [ridefred.com](http://ridefred.com).



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## **FREDERICKSBURG REGIONAL TRANSIT ADVERTISING PROGRAM OVERVIEW AND POLICIES**

### **A. USE OF FRED'S NAME**

1. FRED does not endorse or imply endorsement of any product or service. No advertisement shall imply or declare an endorsement for FRED for any product, service, or activity. FRED may place its name, logos, slogans, or any other graphic representations on its transit vehicles or facilities.
2. No advertisement or promotion shall be construed as an endorsement by FRED, its employees, or the City of Fredericksburg.

### **B. Administration of Advertising Policy, Regulations and Approvals**

1. All potential advertising displays and content must be reviewed by FRED prior to production.
2. The Director of Public Transit is responsible for approving all promotional material. In the absence of the Director, the Deputy Director will be responsible for approvals.
3. All advertisements must comply with FRED Transit's current Advertising Policy.

### **C. ADVERTISING PRICING**

1. FRED will charge a fee for providing advertising space and will enter into contracts specifying the space, duration and price for that space.
2. FRED reserves the right to change pricing and terms for advertising at any time. All pricing changes shall be published within ten (10) working days of the changes.
3. Discounts and special pricing shall be determined by FRED's Director.

### **D. CONTRACTUAL ELEMENTS AND PAYMENT**

1. The sale of advertising space may be executed either by FRED directly or through an agent acting on behalf of FRED.
2. Advertising space sold through agents shall be executed by one or more independent contractors selected in accordance with the FRED's competitive procurement procedures. Said contractors shall comply with the FRED's policies and review all advertising with reference to them.
3. A commitment to purchase or lease advertising products is not considered final until an executed contract and full payment for same is received by FRED. No advertising will be placed or considered "sold" until an executed contract and full payment for the same is received.
4. FRED's payment terms shall be 30 days from the date of invoice.
5. Upon expiration of the contract, salvageable advertising materials (i.e. interior display cards and pre-installation display posters) will be held by FRED, which shall not be held liable for materials not picked up by the Advertiser within five (5) days after the expiration of the contract. FRED will not be held liable for the return of any posters already mounted on vehicles.
6. FRED reserves the right to terminate any advertising displays based on anything it perceives as adverse publicity or complaints. If FRED, or its representatives, subsequently disapprove any advertisement, FRED will have the right to immediately remove the advertisement. All advertisements are subject to all federal, state and municipal laws and regulations with respect to the advertising matter to be displayed. In the event such advertising becomes illegal, FRED reserves



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the right to terminate the contract and the Advertiser shall receive a pro rata credit for the remainder of the contract as of the date of removal.

7. Loss of service due to failure of the Advertiser to provide finished advertising materials, or to provide advertising materials in the dimensions and technical specifications required by FRED shall be the Advertiser's loss. The omission of materials as contracted for, delays in commencing the contracted service, or any other causes of delay within or beyond the control of FRED shall not constitute a breach of the contract, but the Advertiser shall be entitled upon such happening to a pro rata credit, or at the option of FRED, to additional service or an extension of the term of the service equivalent to the delay or the omission.
8. The Advertiser shall be responsible for directly supplying finished advertising materials (without expense to FRED) to FRED's Maintenance Facility. All production arrangements are strictly between the production company and the Advertiser. The Advertiser is responsible for ensuring that ads are created by their production company are made to the dimensions and technical specifications required by FRED. The Advertiser will allow seven (7) business days after delivery for installation of advertising materials.
9. Should the Advertiser's copy be damaged, defaced, mutilated or spoiled by reason of storm, flood, strike, vandalism, ordinary wear/tear, or any other cause, or if lost or stolen, replacement copy shall be furnished by the Advertiser upon FRED's request, without liability or expense on the part of FRED.
10. FRED is unable to guarantee lease advertising space on specific routes. If a bus with advertising is out of service for more than fourteen (14) consecutive calendar days due to mechanical breakdown or other problems, FRED agrees to extend the contract for a period equal to the amount of time the Advertiser's copy is not displayed, to commence following the final day of non-service.
11. The Advertiser shall indemnify and hold harmless FRED against any liability to which they may be subjected by reason of the promotional materials displayed under this contract, including but not limited to, liability for infringement of trademarks, trade names, copyrights, invasion of rights of privacy, defamation, illegal competition or trade practices, as well as all reasonable costs, including attorney's fees, in defending any such action(s)
12. FRED reserves the right to cancel a contract at any time upon default by the Advertiser or sponsor in the payment or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein, or if the Advertiser becomes insolvent or files an assignment for the benefit of creditors. Upon such cancellation, all advertising fees incurred, including short-term rates or other charges under the contract, and unpaid, shall be become immediately due and payable. In case of delinquency of payment, waiver by FRED of any specific breach(es) of any agreement by the Advertiser shall not prejudice the rights of FRED with respect to any breach(es) not specifically waived by FRED. In the event of a suit for the collection of unpaid accounts, all costs of the suit, including attorney's fees shall be added to the monies owed.
13. A contract that has been executed is no assignable by the Advertiser. A contract shall become effective when executed by FRED and contains the full agreement of the parties, and no



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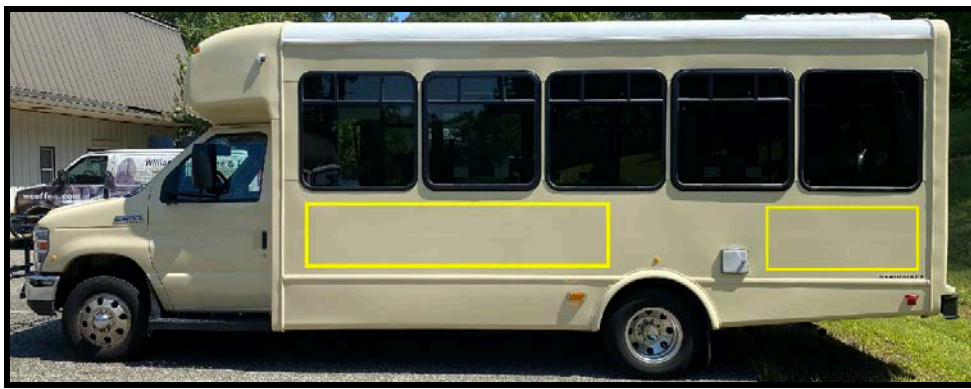
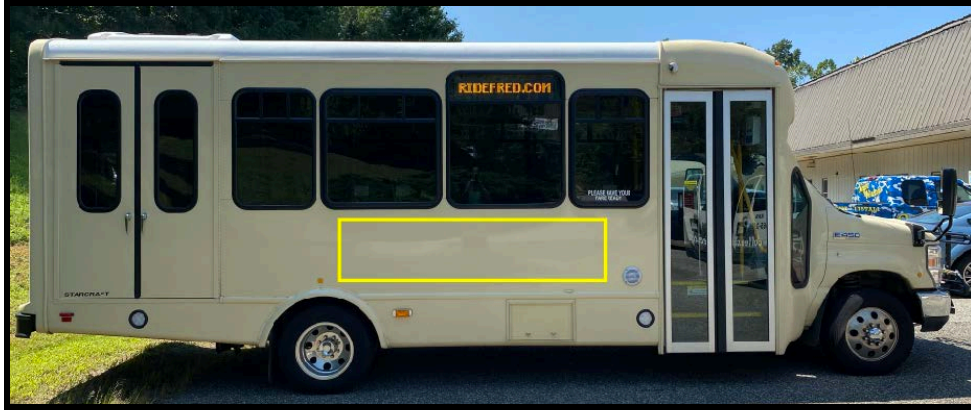
representation or assurance, verbal or written, shall affect or alter the obligation of either party hereto. No agent, employee, or other representative of either party is empowered to alter any of the terms of the contract, unless done in writing and signed by both parties.



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**PHOTOS OF ADVERTISING SPACE AND ADVERTISING**

Note: Bus models and sizes may vary.







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**PHOTOS OF ADVERTISING SPACE AND ADVERTISING CONT.**





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