



Cities Area Transit

ADVERTISING WITH CITIES AREA TRANSIT



Cities Area Transit

Our buses travel through the Grand Forks and East Grand Forks communities daily and are estimated to make 100,000 impressions each month.

While transit ads are often considered 'a billboard on wheels', we believe that ads on our buses can be more impactful for your business. Transit ads are an effective and affordable option to reach people when they are most easily reached. Your target customer can't mute them, flip the page, or walk away.

If you are interested in advertising on one of our vehicles, please contact us so that we may help you choose which ad size, which bus, and which routes will best help you reach your desired market.

The process of advertising with us consists of choosing the best ad and ad placement for you, deciding on the contract length, and then creating, producing, installing your ad. We have a working relationship with Custom Stripes, Inc., Signs By Design, GoBilly Designs and they will provide you with estimates for production and installation costs. These costs vary by design and location of the ad (size). If you would prefer to use another local business to produce and install your ad, we are happy to work with them.

Thank you again for your interest. Please feel free to contact us with any questions.



Cities Area Transit

ADVERTISING GUIDELINES

Cities Area Transit buses are not public forums or designated public forums. The buses are property of Cities Area Transit and Cities Area Transit reserves all rights to control access to the buses for any purpose. Cities Area Transit will allow, on a case by case basis, certain displays of messages for the purpose of providing information to passengers that Cities Area Transit considers appropriate in its sole business judgment as proprietor of the bus system. Because passengers on Cities Area Transit are “captive” during transport, and many passengers have no alternative mode of transportation, Cities Area Transit desires to protect its passengers from information that might be considered offensive or controversial. Additionally, passengers may conclude that information displayed in buses constitutes an official message by Cities Area Transit and therefore bring discredit or disrepute on Cities Area Transit and its officials.

As owner of this “private” space within buses, Cities Area Transit, on a limited, temporary and exclusive basis is willing to consider proposals from the following categories for display on Cities Area Transit buses:

- Public service announcements by governmental agencies and not-for-profit community organizations
- Messages announcing food products and restaurants
- Messages announcing retail goods and services
- Messages announcing financial and insurance services
- Messages announcing healthcare organizations
- Messages announcing educational institutions
- Messages announcing television and radio companies and programs
- Messages announcing movies
- Messages announcing events occurring within the Grand Forks County area
- All commercial advertising must be truthful. False, deceptive or misleading commercial advertising is not permitted.
- All advertising must comply with all applicable laws and regulations.
- Advertising containing copy and/or art which is legally obscene or sexually explicit is not permitted. Copy and/or art which portray violent acts or other graphic violence, including the depiction of bodies, body parts, and fetuses which are in states of mutilation, dismemberment, disfigurement, and/or decomposition is not permitted.



Cities Area Transit

- Advertisements advocating or proposing transactions which would constitute unlawful discrimination, or which would be illegal for any other reason, are not permitted. Advertisements which are directed to inciting or producing imminent lawless or discriminatory action and which are likely to incite or produce such actions are not permitted.
- Advertisements containing profanity, defamatory or inflammatory statements directed at any individual or group, including but not limited to statements referencing a person's or people's race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital or parental status, or military discharge status are not permitted.
- Illustrations or references which encourage persons to refrain from using safety precautions are not permitted.
- Advertisements for tobacco and/or alcoholic beverage products that promote smoking is not permitted.
- Advertising supporting or opposing a candidate, issue or cause is prohibited.
- No implied or declared endorsement of any product or service by Cities Area Transit is permitted.
- Cities Area Transit will not allow advertising which casts public transportation in a negative light, is otherwise contrary to Cities Area Transit's mission statement, or which might result in public criticism of transportation advertising.
- Advertising promoting contests should ensure the contest is being conducted with fairness to all entrants and complies with all applicable laws and regulations.
- Commercial advertising offering premiums or gifts must not misstate their value.
- Advertisements promoting contests must comply with all applicable laws and regulations. The contest sponsor must indemnify Cities Area Transit from any claim or legal action against Cities Area Transit involving any contest advertisement placed in the Cities Area Transit system.
- Prior to installation, final artwork and copy must be submitted to Cities Area Transit for approval, based on these guidelines. Cities Area Transit assumes no liability for ad errors or content.
- Cities Area Transit reserves the right to reject or remove any advertising which it deems not to be in full compliance with these guidelines. The Cities Area Transit Board of Directors or their designee shall make the final determination as to whether such advertising meets the guidelines.



Cities Area Transit

ADVERTISING OPTIONS

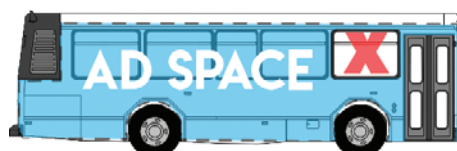
Due to the demand for CAT Bus advertisements, a non-refundable deposit equal to 1 month of advertising will be required prior to design and install to reserve the bus. The deposit will be applied to the total invoice amount upon contract acceptance.

Example: Deposit for a Full Cat Wrap 1/year commitment = \$700

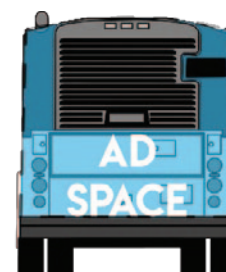


FULL WRAP

Wrap covers entire bus, except lights, vents, grating, windows indicated with red "x", and other functional elements. Wrap may not cover the top "wing" where applicable. Wrap may not cover the front of Cities Area Transit vehicles or any Cities Area Transit logos. Windows will be covered with perforated wrap material for visibility.



Reserve Space





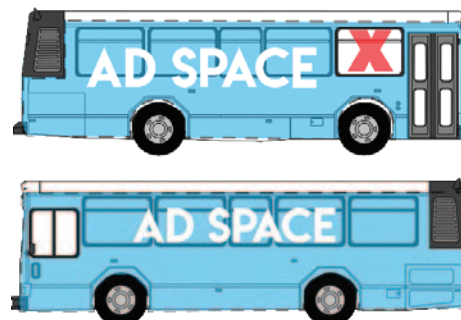
Cities Area Transit

Reserve Space



TWO SIDES

Wrap covers entire space on both sides of the same bus, except lights, vents, grating, windows indicated with red "x", and other functional elements. Wrap may not cover the top "wing" where applicable. Windows will be covered with perforated wrap material for visibility.



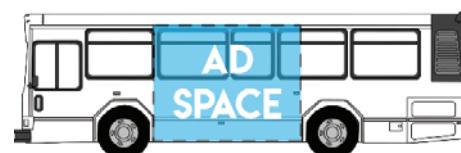
ONE SIDE

Wrap covers entire space on one side of a bus, except lights, vents, grating and other functional elements. Wrap may not cover the top "wing" where applicable. Windows will be covered with perforated wrap material for visibility.



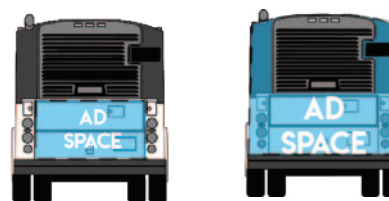
KING KONG

Wrap is on one side of the bus, between the wheel wells and extending from the bottom of the bus to the top. Windows will be covered with perforated wrap material for visibility.



REAR WRAP

Wrap space is available on the rear of the bus. Active space may vary among different models, as some bus styles have elements that cannot accommodate wrap material.



*Vents may not be covered



Cities Area Transit

Cities Area Transit Monthly Rates - CAT Bus		Agreement Length		
Large Bus	Description	1-3 Months	4-11Months	12+ Months
Full	Entire bus (excluding front)	\$ 1,850.00	\$ 1,650.00	\$1,450.00
Two Sides	Both sides of the same bus	\$1,500.00	\$1,350.00	\$1,250.00
One Side	One side	\$750.00	\$675.00	\$625.00
King Kong	One side, between the wheel wells	\$500.00	\$450.00	\$300.00
Rear	Partial Back Only	\$300.00	\$250.00	\$200.00
Rear	Wrap Full Back Only	\$500.00	\$450.00	\$400.00

Cities Area Transit Monthly Rates - Paratransit		Agreement Length		
Small Bus	Description	1-3 Months	4-11Months	12+ Months
Full	Entire bus (excluding front)	\$1,000.00	\$ 850.00	\$700.00
Two Sides	Both sides of the same bus	\$812.50	\$690.65	\$587.50
One Side	One side	\$562.50	\$478.50	\$315.00
Window Wrap	Windows on one side	\$250.00	\$212.50	\$194.00
Rear	Back Only	\$125.00	\$106.50	\$87.50

More options coming soon.

Cost of production and installation not included in the monthly cost.

Exact sizes of wraps may vary, depending on the make and model of vehicles available.

Before designing wraps, contact CAT advertising staff to determine vehicle availability and wrap type details. A minimum of one-month rental commitment is required for contracts.





Cities Area Transit

SHELTER ADVERTISING

Due to the demand for CAT Bus Shelter advertisements, a non-refundable deposit equal to 1 month of advertising will be required prior to design and install to reserve the bus. The deposit will be applied to the total invoice amount upon contract acceptance.



Our bus shelters ads, for ultimate visibility.

- Who, specifically, is looking? Primarily, it's area residents and commuters.
- Pedestrian traffic, bicyclists, and bus riders are also exposed to your message regularly.
- Tourists and area visitors are a considerable audience.
- Bus Shelters are located in high visibility areas along each CTA bus route.
- As low as \$60.00 per sign per month

RATES

Monthly Rates - CAT Shelters	Agreement Length		
	1-3 Months	4-11Months	12+ Months
Bus Shelter ads 72" Height			
Standard	\$100.00	\$70.00	\$60.00
Large	\$180.00	\$150.00	\$120.00
Extra Large	\$240.00	\$220.00	\$180.00

Standard sizes: 48" wide up to 58" | Large sizes: 59" wide up to 120" wide | Extra Large sizes: 121" wide up to 184"

Production and installation costs not included, see a list of approved printers and installers.

Contract Due Date: As soon as possible, advertising is sold on a first come, first served basis.

Creative Due Date: 2-3 weeks prior to ad start date. May be reduced in certain cases.



Cities Area Transit

LOCATIONS

Northeast			
Shelter#	Address	Size of shelter	Route
5	University Ave N. & 7th St. / YMCA	114" x 58" x 74"	1,5,13
6	University Ave & 17th (Salvation Army)	72" x 54" x 74"	1,5
7	University Ave & 20th St	54" x 72" x 74"	1,5
9	6th Ave. N. & 17th St. / St. Anne's Guest Home	114" x 58" x 74"	2
22	10th Ave N & 5th St	114" x 58" x 74"	2
31	North 20th Street & 13th Ave. N. (Northend/Hugos)	56" x 58" x 74"	2

Northwest			
Shelter#	Address	Size of shelter	Route
13	1116 Stanford Rd & 12th Ave. N.	110" x 72" x 74"	1
14	1109 N. 39th St.	54" x 72" x 74"	1
15	804 N 39th St	54" x 72" x 74"	1
17	4776 University Ave. (48th St)	coming soon	
27	449 Stanford Rd. / Stanford Center	coming soon	
30	West Walmart (55th) 5499 12th Ave N	110" x 72" x 74"	5
34	6th Ave. N. & Hamline St. / UND Family Practice	coming soon	
35	625 North 43rd Street	coming soon	5
36	1100 North 47th Street / Gateway Terrace	coming soon	
38	N 53rd St & 6th Ave	coming soon	

East Grand Forks			
Shelter#	Address	Size of shelter	Route
100	1100 3rd Ave NW / Everwood Apts	114" x 58" x 76"	4,6
101	900 Terrace Drive / Sunshine Terrace	114" x 58" x 74"	4,6,12
102	Northland Community College / 20th St. NE.	112" x 58" x 76"	4,6
103	1800 5th Ave. NE. / Century Apts.	114" x 58" x 74"	4,6
104	1600 5th Ave. NE. / Baseball Park	78" x 54" x 72"	6,12
105	400 5th Ave. NE. / Campbell Library	80" x 60" x 74"	4,6,12

Southeast			
Shelter#	Address	Size of shelter	Route
1	17th Ave & S Washington	225" x 114" x 75"	10,13,3
4	17th Ave. S. & S. 12th St. / Rent-A-Center	55" x 58" x 76"	3
8	36th Av S & 10th St	54" x 72" x 74"	10
19	17th Ave S & Cherry St	110" x 72" x 74"	3,10
20	24th Ave S & Cherry St	122" x 62" x 74"	10
21	Cherry St. & 40th Ave. S.	coming soon	3
25	13th Ave & 15th St S	54" x 72" x 74"	3
28	24th Ave & 17th St S	110" x 72" x 74"	7,10,13
29	1400 24th Ave S (South Point)	54" x 72" x 74"	7,10
32	17th St. S. & 32nd Ave. S. / Hugo's on 32nd	110" x 72" x 74"	7,10,13
39	300 Cherry St. / at the Link	80" x 60" x 79"	3,10
40	47th Ave & S 20th St (South Middle school)	72" x 54" x 74"	10

Southwest			
Shelter#	Address	Size of shelter	Route
2	32nd Ave. S. / Walmart (Columbia Rd)	184" x 62" x 76"	7,10,13
3	South 34th St/ Primrose Court	56" x 58" x 74"	8
23	8th Ave S & 25th St (Amberwood Apt)	54" x 72" x 74"	9
24	13th Ave & Glenn Circle	54" x 72" x 74"	3
26	25th Ave S & 30th St (Post Office)	54" x 72" x 74"	7,8
33	3601 32nd Ave. S. / Super Target	112" x 58" x 76"	7,8,9,13 evening
37	24th Ave & 23rd St S (Trailer Park)	112" x 62" x 72"	7,8





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INTERIOR ADVERTISEMENTS

Reserve Space



An interior ad reaches potential customers inside of the fixed route buses.

CAT BUSES		Monthly Rate
Type of Ad	Size	1 Month
Ceiling Ad	Half - 26"W x 42"H	\$ 75.00
Ceiling Ad	Full - 45"W x 65"H	\$ 100.00
Top Rail Ad	11" H x 40" (Max)	Starting at \$ 50.00

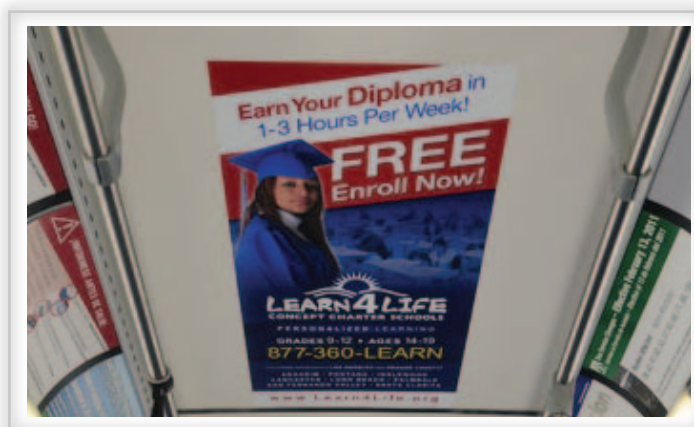
Cost of production and installation not included in the monthly cost.



Top rail advertisements can be up to 40" wide (minimum of 17"). Advertisements must be 11" high. The advertisers are responsible for the design and printing of top rail advertisements. These must be laminated. Cities Area Transit staff will install advertisements free of charge

Full-color advertisements that are located on the ceiling.

The advertiser is responsible for the design and printing of the advertisements. Cities Area Transit staff will install the advertisements free of charge.





Cities Area Transit

BUS SCREENS ADVERTISING

The screens in the buses have direct access to riders inside of the bus. Infotainment is utilized to promote community events and resources in addition to important updates for the bus riders.

In this digital age, transit passengers want access to information.

We keep passengers in the loop and increase partnerships with area businesses by using onboard displays to run messages.



RATES

Monthly Rates - Digital	Agreement Length		
	1-3 Months	4-11Months	12+ Months
Screen ads			
Standard	\$100.00	\$70.00	\$60.00

Production and installation costs not included, see a list of approved printers and installers.

Contract Due Date: As soon as possible, advertising is sold on a first come, first served basis.

Creative Due Date: 2-3 weeks prior to ad start date. May be reduced in certain cases.



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BUS TRANSFER CARD ADVERTISING

Passengers are sometimes given bus transfer card when they are traveling to a destination requiring more than one bus. These cards allow a perfect opportunity for advertisers to get recognition and exposure. Adding a QR code can drastically improve interaction for the advertiser and the rider.



In this digital age, transit passengers want access to information.

ASK ABOUT: Optional Business Bio Page with link tracking

- Social links all in one place
- Trackable QR codes
- Special Offers
- Data Collection
- Use QR Codes on any print material
- Use Trackable links on digital media



RATES

Rates - Transfer Cards	Agreement Length		
	500 cards	1000 cards	1500 cards
Standard	\$100.00	\$180.00	\$260.00

Production and installation costs not included, see a list of approved printers and installers.

Contract Due Date: As soon as possible, advertising is sold on a first come, first served basis.

Creative Due Date: 2-3 weeks prior to ad start date. May be reduced in certain cases.



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HOW TO ADVERTISE

- Review the Cities Area Transit Advertising available sizes and cost and pick the right advertisement for your goals.
- Decide the length of commitment you would like to make based on your goals, budget and the impact you would like to make with your message.
- Connect with us via the QR code on pg 12 for Cities Area Transit in-person meeting or phone call to discuss your options and answer any questions.
- Review the Cities Area Transit Advertising Terms and Conditions.
- Work with Cities Area Transit ad dept. to sign your contract.
- Once your contract is signed, choose an approved printer/installer.
- Please remember that pricing, outlined in this guide, does not include charges incurred for the printing and installation of your advertisement. **Approved printers/installers are solely responsible for setting their own price.**
- Communicate and coordinate with your chosen printer/installer on your artwork – make sure they understand the size of your advertisement, the materials that they should be using, as well as the start date of your contract.
- Notify Cities Area Transit of when your artwork will be finished and when your printer/installer would like to install your advertisement.
- Watch your message roll all around town!
- Cities Area Transit ad dept. staff will conduct follow up with you during your contract and will also reach out with first right of renewal near the end of your contract term.





Cities Area Transit

ADVERTISING TERMS AND CONDITIONS

- Prior advertisers will be contacted to see if they are interested in renewing their advertisements if another party has expressed an interest in the same space. Past advertisers have the right of first refusal of the advertising space. When long term contracts are expiring, contract renewal will be offered to the current contract holder before being made available to other parties. Long term contracts are those of twelve (12) months or longer. Right of first refusal applies to all available Cities Area Transit's advertising spaces.
- The advertiser agrees to provide cards or posters for said advertising to Cities Area Transit at least five (5) days before the contract date begins. The text and illustration cards and/or posters and the paper and/or display materials used shall be subject to Cities Area Transit Advertising Guidelines and Cities Area Transit's decision for acceptability shall be made final. Cities Area Transit is not responsible for an advertiser or printer/installer's failure to provide materials in a timely manner.
- Loss of service due to failure of the advertiser or printer to furnish cards or posters as provided above for installation on the stated commencement date shall be the advertiser's loss. The advertiser's failure to timely furnish cards or posters for all contracted vehicle spaces shall constitute a partial breach of contract and entitle Cities Area Transit to offer the unused space to other parties.
- Should the advertiser's cards or posters be damaged, defaced, or spoiled by reason of storm, flood, strikes, ordinary wear and tear, or any other cause, replacement cards or posters shall be furnished by the advertisers upon Cities Area Transit's request, without liability or expense on the part of Cities Area Transit.
- Advertiser shall indemnify and save harmless Cities Area Transit against any liability to which Cities Area Transit may be subjected by reason of the advertising material displayed under this contract, including but not limited to liability for infringements of trademarks, trade names, copyrights, invasion of privacy rights, defamation, illegal competition of trade practices, as well as including all costs and attorney's fees incurred in defending such action.
- Loss of service due to strike, lockout, fire, flood, riot or other causes beyond the control of Cities Area Transit shall not constitute breach of this agreement, but in such event, the advertiser shall be entitled to a pro rate credit for such loss or, at the option of Cities Area Transit, additional service or an extension of the term of service equivalent to the service lost.
- In the event that Cities Area Transit or its representatives shall at any time disapprove of any advertisement, Cities Area Transit will have the right to remove the advertisement. Cities Area Transit accepts this contract 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, Cities Area Transit reserves the right to terminate same, and the advertiser shall receive a pro rata credit from the date of removal of the advertisement.
- Cities Area Transit reserves the right to cancel this contract any time upon default by the agency and/or advertiser in the payment of bills, or other breach, or in the event of any materials violation on the part of the agency and/or advertiser of any of the conditions herein named and upon such cancellation, all advertising done hereunder, including short term rates or other chargers under this contract, and unpaid shall become immediately due and payable. No waiver of any term or condition of Cities Area Transit advertising service or agreement, including acceptance of late payment, shall be construed as a waiver of any other term or condition including timeliness of payment. In the event of any such breach or breaches, Cities Area Transit shall be discharged from any obligation to continue to display the advertiser's copy; and, in the event of suit for collection of unpaid accounts, all costs of suit, including reasonable attorney's fees, may be added to the monies owed.



Cities Area Transit

APPROVED PRINTERS & INSTALLERS

INTERIOR ADS & VIDEO ADS

GOBILLY DESIGNS

Grand Forks , ND

(701) 739-5743



Scan to open a
contact form pop-up

CP GRAPHICS

Grand Forks , ND

(701) 739-5744

EXTERIOR ADS & SHELTERS

SIGNS BY DESIGN

Grand Forks, ND

(701) 787-8260



Scan to open a
contact form pop-up

CUSTOM STRIPES

East Grand Forks, MN

(218) 773-7157



Cities Area Transit

HOW TO CONTACT US

ADDRESS:

450 Kittson Ave,
Grand Forks, ND,
58201

MTC PHONE:

701-746-2600

AD DEPT:

701-739-5730



Scan for Contact Form