

IN-BUS ADVERTISING AGREEMENT
BETWEEN
FREDERICKSBURG REGIONAL TRANSIT
AND

I. Scope of the Agreement

- A. This Agreement sets out the terms by which FREDericksburg Regional Transit (FRED) leases in-bus advertising space to _____ (the Advertiser).
- B. All advertisements will be displayed in all FRED buses, the total number of which is currently thirty (30). The total number of FRED buses may fluctuate during the term of the Agreement due to vehicle replacement schedules, but the advertisements will appear in all buses that are in revenue service.

II. Responsibilities and Rights of FRED

- A. FRED will provide the space for and install in each of its buses a single 21" wide by 12" high banner advertisement provided by the Advertiser.
- B. FRED will arrange for the printing of all advertising to ensure consistent quality and compatible dimensions.
- C. FRED will maintain the advertising, to include periodic cleaning of the protective covering to ensure continued visibility and replacing any advertising that may be defaced, damaged or destroyed.
- D. FRED reserves the right to reject or require the editing of the copy and/or art work of the Advertiser for any reason.

III. Responsibilities and Rights of the Advertiser

- A. The Advertiser will provide to FRED or its designee all copy and art work for its advertisement in camera-ready condition. See Specification Sheet.
- B. The Advertiser will make timely payment of all charges as set out in Article IV.
- C. The Advertiser has the right periodically to inspect FRED buses to ensure that its advertisements are being properly displayed.
- D. The Advertiser has the right to change its advertisement after three (3) months for an additional printing fee as set out in Article IV.

IV. Charges and Fees

- A. Printing Fee: \$580 initially and each time the banner is changed for a sufficient number of banners for one to be placed in each FRED bus, plus spares, not to exceed a total of thirty-five (35) in number.
- B. Advertising Charge: \$500 per month for a minimum of six (6) months, or \$3000.
- C. Payment Schedule
 - 1. The printing fee shall be due when the Advertiser's camera-ready copy and art work are delivered to FRED.

2. The advertising charge of \$1500 for the first three-month period shall be due not later than one week prior to the date on which the advertisements are first scheduled to appear in the buses.
3. The advertising charge or \$1500 for the second three-month period shall be due not later than one week prior to the start of such period.
4. Checks should be made payable to "City Treasurer" and should be sent to FREDericksburg Regional Transit, 1400 Jefferson Davis Highway, Fredericksburg, VA 22401, Attn: Sharon Sullivan.

V. Term of the Agreement

- A. This Agreement shall be in effect from the date of signature to a date six (6) months following the date on which the advertising first appears in FRED buses.
- B. This Agreement may be terminated by the Advertiser:
 1. Prior to the delivery to FRED of the initial camera-ready copy and art work, without incurring any fees or charges;
 2. Following the delivery of the initial camera-ready copy and art work but before placement of the advertisements in FRED buses, with no refund of the \$580 printing fee;
 3. Following the placement of advertising in FRED buses, with no refund of the \$3000 advertising charge.
- C. If the Advertiser should go out of business before the end of this Agreement, FRED will remove from its buses all of the Advertiser's advertisements and will not refund any part of the advertising charge.

VI. Amendment of the Agreement

- A. The Agreement may be amended by mutual agreement of FRED and the Advertiser.
- B. The Agreement shall be amended to include the actual date on which the Advertiser's advertisements first appear on FRED buses.

For FREDericksburg Regional Transit

For the Advertiser

Date: _____

Date on which advertisements first appeared: _____

Initials: _____

FRED Regional Transit Bus Poster Specifications for Camera Ready Art

Stock revised August 2011

4/c process.

Poster will fit into a Plexiglas frame along the tops of the windows on the FRED buses.
There is no vertical frame separation.

Dimensions: 21" wide x 12" high. The image area is 21" x 11.". Bleeds accepted. If you plan on a bleed, please leave your image area clearance 1/2" from the top and bottom.

Stock: Carolina Blanks, C1S, 24 pt.

Format for printer: Press Optimized pdf, with bleeds & crop marks. Please send camera ready art to: lspangler@spanglererkert.com and I will forward to printer. If too large to email please contact me at 371-6027. I can accept up to 10 mgs.