

Flint Hills Area Transportation Agency Inc.
(FHATA)
Advertising Policy



Consumers read and remember interior bus advertising. While riding, passengers have a chance to read your ads. You will be reaching a diverse audience, including students, parents, seniors and more.

Flint Hills aTa Bus has 28 vehicles in our fleet. These vehicles will travel over 600,000 miles in 2016, throughout Manhattan-Riley County, Junction City-Geary County, western Pottawatomie County, and Fort Riley. Last year we transported over 300,000 rides. Currently, we average over 800 rides a day.

All content and designs are subject to approval by FHATA prior to printing.

We have the right to refuse any advertisement.

The FHATA Director will be responsible for approving all paid advertisements. In the absence of the FHATA Director, the FHATA Director will designate a staff person to handle this task. Scheduling of the utilization of the available space will be left to the discretion of FHATA.

The advertiser agrees to pay for the cost of printing.

Advertising space will be used for commercial purposes only, i.e. proposing the payment of money in exchange for a commodity, service, or event.

All ads placed on aTa Bus transit vehicles shall reflect the best interests of FHATA.

FHATA WILL NOT DISPLAY ANY ADS THAT:

- Are obscene, libelous, or misleading
- Promote the sale of alcohol and tobacco products
- Depicts violence and or anti-social behavior
- Relates to any sexual activity
- Contains any political campaigns, viewpoints or endorsements
- Contains any religious, viewpoints or endorsements

1. Advertisers will be invoiced monthly. Payment is due the first day of the month in which the space is rented. FHATA may remove the sign from buses/minivans should invoices become overdue or remain unpaid.
2. Bus card specifications: 11" x 17" landscape, any printing within one inch of the edge will be covered by the racks or other devices that hold the bus cards in place, cardstock shall be at least 5 ply cardstock (standard card stock is acceptable). All bus cards shall be laminated.
3. We suggest a minimum font size of 38 point; remember that most riders will be reading your sign from about six feet away or more.
4. Delivery: All printed material must be delivered to the aTa Bus office at 5815 Marlatt Avenue Manhattan, KS 66503 at least one week prior to the start date of the advertisement.
5. Placement: Exact placement position of the ad within the vehicles cannot be guaranteed.
6. Advertising inside of our mini-vans is also available.
7. Buses \$20.00 per card, per bus, per month (full months only)
8. Prices quoted are for the 2017 calendar year and are subject to change without notice.

2017
REQUEST FOR TRANSIT ADVERTISING SPACE



Date: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Account Number: _____

Number of Buses: _____

Number of Minivans: _____

Advertisement Description	Start	End	#of Full months	Rate
				\$
				\$
				\$

Total: \$ _____

Will you pick up your bus/minivan cards after they are removed from the transit vehicles? Yes* No

**cards not picked up within 2 weeks of e-mail notification will be discarded*

Signature: _____ Date: _____

We will send a confirmation to the e-mail address listed above.