



GORALEIGH ADVERTISING GUIDE

Connecting your business to the Capital Area

2023 RATES & INFORMATION

The Advertising Process

The City of Raleigh sells and contracts for ad space on GoRaleigh buses. Quotes for production, installation and removal can be provided by an approved vendor. Please refer to page six for a list of approved vendors.

Upon deciding on advertising with GoRaleigh, in conjunction with the City of Raleigh, you will need to provide the following information:

- ▶ Ad Type(s)
- ▶ Number of Units/Buses
- ▶ Start & End Date
- ▶ Installation/Removal Vendor
- ▶ Name, Address & Email to Invoice
- ▶ Two Authorized Signature Names & Their Titles (President, VP, CEO, CFO, etc.)
- ▶ Current W-9

To contract with the City of Raleigh, you must be registered to do business with the City. Visit supplier.raleighnc.gov and complete the New Supplier Registration. After completing the registration and providing us with the requested information, the creation of a contract will subsequently follow.

- ▶ Contracts and initial payment need to be received prior to the installation of the advertisement.
- ▶ A copy of the ad artwork must be approved by the City of Raleigh at least two weeks prior to installation.
- ▶ Prices are set by the Raleigh Transit Authority and are non-negotiable.



Your Ad's Impressions

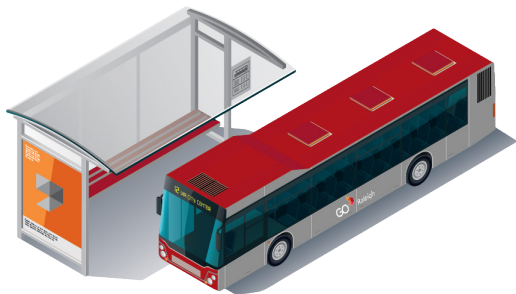
- ▶ Advertising on a GoRaleigh bus gives your product or service the ability to travel throughout the City of Raleigh. The population for Raleigh, North Carolina is over 460,000.
- ▶ Your ads are not only seen by the 21,000 passenger boardings daily on GoRaleigh, but also by the tens of thousands of residents and visitors who see GoRaleigh buses in their everyday lives.
- ▶ A GoRaleigh bus generates 19,900 to 21,700 daily impressions, 139,300 to 151,900 weekly impressions, and 557,200 to 607,600 monthly impressions.
- ▶ At an average speed of 10.5mph, it will take a GoRaleigh bus approximately 2.7 days to circulate through the entire system, generating an estimated 54,100 to 58,700 marketing impressions.
- ▶ GoRaleigh buses drive through major employment areas, downtown shopping districts, suburban malls, shopping centers, housing developments, university campuses and apartment complexes, reaching a diverse population.
- ▶ GoRaleigh buses rotate throughout all GoRaleigh routes. This ensures widespread exposure of your message to all areas of the city. *Ads cannot be targeted to a specific route.



- ▶ Data based on a recent [study performed by "Planning Communities"](#) based on factors such as Vehicular Traffic, Adjacent Businesses, Adjacent Residences, Bicyclists & Pedestrians, Interior Impressions and Bus Ridership.

System Information

- ▶ 36 Fixed GoRaleigh Routes.
- ▶ 10 Radial Routes (Start and End Downtown) and nine Connecting Routes.
- ▶ Three Express Routes (Brier Creek, Poole Road and Wake Tech Community College).
- ▶ Four Regional Express Routes (Wake Forest, Knightdale, Zebulon-Wendell, Fuquay-Varina).
- ▶ One Loop Route in Partnership with the Town of Wake Forest.
- ▶ 4:30 a.m. to Midnight. Monday – Saturday service on most routes.
- ▶ Sunday service expanded to match Saturday routes. Approximately six million passenger boardings per year. All schedules are available online at goraleigh.org.




2022-23 Rate Sheet




Pricing Guide | Kong

 227" x 44"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$605	\$605	\$550*	\$525*	\$500*
Total Per Period - Per Unit	\$605	\$1,815	\$3,300	\$4,725	\$6,000


Pricing Guide | King

 144" x 30"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$450	\$450	\$450	N/A	\$450
Total Per Period - Per Unit	\$450	\$1,350	\$2,700	N/A	\$5,400

Pricing Guide | Queen

 120" x 30"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$325	\$325	\$325	N/A	\$325
Total Per Period - Per Unit	\$325	\$975	\$1,950	N/A	\$3,900

Pricing Guide | Tail

 45" x 22"	1 Month	3 Month	6 Month	9 Month	12 Month
Price Per Month - Per Unit	\$300	\$300	\$300	N/A	\$300
Total Per Period - Per Unit	\$300	\$900	\$1,800	N/A	\$3,600

Ad Examples

Exterior Advertising Examples

Kong



King



Queen



Tail



Approved Vendor List

Exterior Advertising Production/Installation and Removal Vendors

Vendors are listed in alphabetical order

Cranky Creative

- ▶ Contact: Barb Wheeler
- ▶ bwheeler@crankycreative.com
- ▶ (215) 205-9497
- ▶ www.crankycreative.com

King Tutt Graphics

- ▶ Contact: Steven Michaels
- ▶ steven@kingtuttgraphics.com
- ▶ (919) 977-6901
- ▶ www.kingtuttgraphics.com

Grafix Unlimited

- ▶ Contact: Bradley McCaskill
- ▶ guwraps@yahoo.com
- ▶ (919) 291-9035
- ▶ www.guwraps.com

Northstate Signs

- ▶ Contact: Cyrus Gill
- ▶ cgill@northstatesigns.com
- ▶ (919) 977-7053
- ▶ www.northstatesigns.com



GoRALEIGH TRANSIT

Adopted: February 24, 2014

BUS ADVERTISING POLICY

1.0- Purpose

In addition to the promotion of City of Raleigh programs, products, services, or initiatives, GoRaleigh (Capital Area Transit) is authorized to sell space in and/or on approved assets for the display of Commercial Advertising. The purpose is to raise revenues, supplementary to those from fares and other sources, to be used to finance the system's marketing program and various public outreach initiatives. The display of advertising is solely for this purpose. It is not intended to provide a general public forum or a limited public forum for purposes of communication, but rather to make use of property held in a proprietary capacity in order to generate revenue.

In order to realize the maximum benefit from the sale of advertising space and generate revenue, the paid transit advertising will be managed in a manner that generates as much revenue as practicable, while ensuring the advertising does not discourage the use of the transit system, does not diminish GoRaleigh's (CAT) reputation or image in the communities it services, does not diminish the goodwill of its patrons and is consistent with GoRaleigh's (CAT) mission & vision to provide safe and efficient public transportation. To attain these objectives, the Raleigh Transit Authority (RTA) has established the following policies regulating the display of paid advertising in and/or on the approved assets outlined in section 2.1.

2.0- Policy on Use of GoRaleigh (CAT) Advertising Space

2.1- Assets Approved to Display Paid Advertisements:

1. Exterior of GoRaleigh (Capital Area Transit) Buses
2. Interior of R-LINE Buses

2.2- All advertising displayed in and/or on approved GoRaleigh (CAT) assets shall promote City of Raleigh programs, products, services, or initiatives or be commercial in nature and purpose.

2.3- Commercial Advertising is defined as advertising the sole purpose of which is to sell or rent real estate or personal property for profit, or to sell services for

profit. Commercial Advertising does not include advertising that both offers to sell property or services and/or conveys information about matters of general interest, political issues, religious, moral, environmental matters or issues, other public matters or issues, or expresses, advocates opinions or positions upon any of the foregoing.

2.5- GoRaleigh (CAT), in order to serve the purpose for which it is established, must of necessity accommodate all persons without distinction of age. It is therefore necessary to exclude advertising unsuitable for exposure to persons of young age and immature judgment. The following kinds of advertising therefore will not be permitted:

- a. Advertising for tobacco or smoking products, including but not limited to cigars, cigarettes, pipe tobacco, chewing tobacco, and other smoking or tobacco related products.
- b. Advertising for products or services related to human reproduction or sexuality, including but not limited to contraceptive products or services, other products or services related to sexual hygiene, and counseling with regard to pregnancy, abortion, or other reproductive or sexual matters.
- c. Advertising for products, services or entertainment directed to sexual stimulation.
- d. Advertising for alcohol products such as beer, wine, distilled spirits or any licensed alcoholic beverage.
- e. Advertising for any type of gambling products or services with a concept of wagering money and/or items of material value with an uncertain outcome, and with the primary intent of winning additional money and/or material goods.

2.6- Advertising that explicitly and directly promotes or encourages the use of means of commercial transportation in direct competition with GoRaleigh (CAT) shall not be permitted.

2.7- No advertising shall be permitted that in any way denigrates GoRaleigh's (CAT) organization, operation, or its officers, agents, or employees. This prohibition includes advertising copy and illustrations that state, imply, or could reasonably be expected to cause an inference, or that GoRaleigh's (CAT) services or operations are anything but safe, efficient, affordable and convenient.

2.8- Use of GoRaleigh's (CAT) name, logo, slogans or other graphic representations is subject to advance approval by GoRaleigh (CAT). GoRaleigh (CAT) will not endorse or imply endorsement of any product or service.

2.9- GoRaleigh (CAT) expects all advertising copy to be truthful. Advertising copy and illustrations should not be exaggerated, distorted or deceptive. Medical products or treatments are to be treated in a restrained and inoffensive manner. Testimonials are expected to be authentic.

Advertising that promotes contests or giveaways is expected to comply with all applicable federal or state laws and regulations.

2.10- No advertising shall be derogatory of any person or group because of race, national origin, ethnic background, religion or gender.

2.11- No advertising shall be displayed if the display thereof would violate any federal or state law or regulation, or any law, regulation, or ordinance of any county or municipality in or through which such vehicles are or may be operated.

2.12- No political advertising shall be permitted. For this purpose, political advertising is defined as any of the following:

- a. Any advertising that supports or opposes the election of any candidate or group of candidates for election to any federal, State, or local government office;
- b. Any advertising that supports or opposes any referendum conducted by the federal or state government, or by any local government, such as referenda on constitutional amendments, on bond issues, or on local legislation; or
- c. Any advertising that features any person whose prominence is based wholly or in part upon his or her past or present activity in political affairs, or that represents or implies any such person's approval or endorsement of the subject matter of the advertising.

2.13- Proposed advertising schemes must be presented to GoRaleigh's (CAT) representative for approval prior to the application of the advertisements to any bus. If the proposed advertising is rejected, the party or parties proposing it may request that this decision be reconsidered. Upon such request, GoRaleigh (CAT) representative shall consult with the City of Raleigh Attorney's Office. GoRaleigh's (CAT) staff, on the basis of such consultation, shall determine whether the proposed advertising will be accepted or rejected.

GoRaleigh (CAT) will cooperate with the party or parties proposing the advertising in a reasonable effort to revise it in order to produce advertising that can be accepted and displayed consistently with the foregoing policies.

Advertisers will be required to agree to indemnify the City of Raleigh, GoRaleigh (CAT), the Raleigh Transit Authority, their officers, and their employees, against any action brought in connection with the content of advertisements.

2.14- GoRaleigh (CAT) reserves the right to market and promote its own image and services, including co-promotions with for-profit and other non-profit entities.

3.0- Advertising Guidelines

The Raleigh Transit Authority will provide opportunities for vinyl decal exterior advertising on 100% of its vehicle fleet subject to the following guidelines:

- a. The advertiser may sponsor an ad space for a minimum of 1 month and a maximum of 12 months, per contract. All advertising contracts are non-exclusive.
- b. The advertiser will be responsible for initial application of vinyl decal advertisements and restoration of buses to their original paint scheme at the conclusion of the advertisement.
- c. Application of advertising and restoration of the buses will be at the expense of the advertiser.
- d. Advertisers may not specify the routes or the buses on which their ads are to be placed.