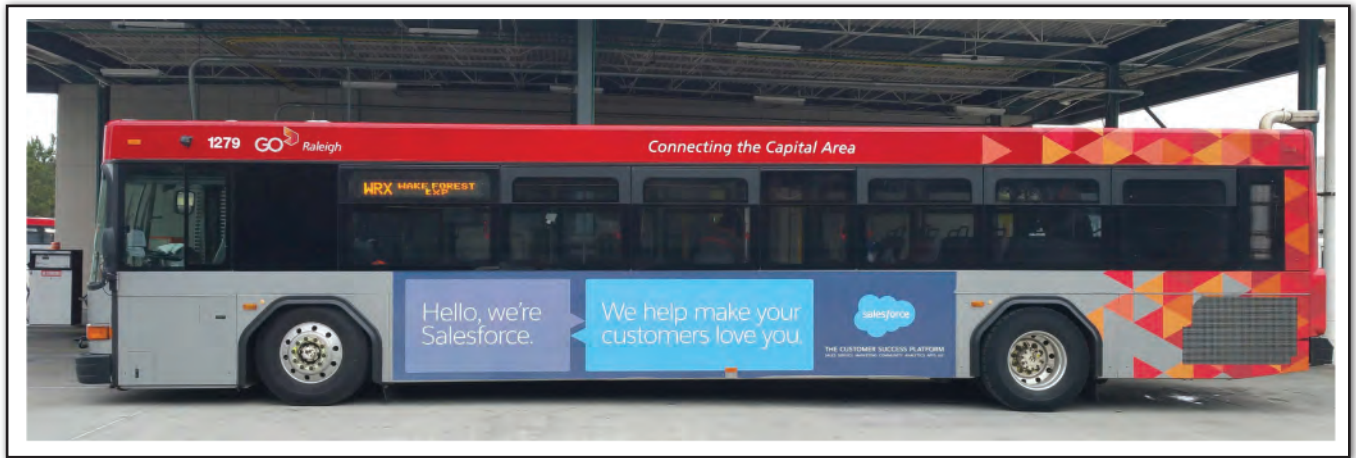




# Advertising Guide



## the advertising process

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

- > Ad Type(s)
- > # of Units/Buses
- > Installation/Removal Vendor (See Vendor Page)
- > Start & End Date
- > Name, Address & Email to Invoice
- > 2 Signature Names & Their Titles (President, VP, CEO, CFO, etc.)
- > State and County of Advertiser (For Notarization Purposes)

After providing us with the above information, the creation of a contract will subsequently follow.

Once the contract is complete, the advertiser ***must deliver three signed and notarized originals of the contract:***

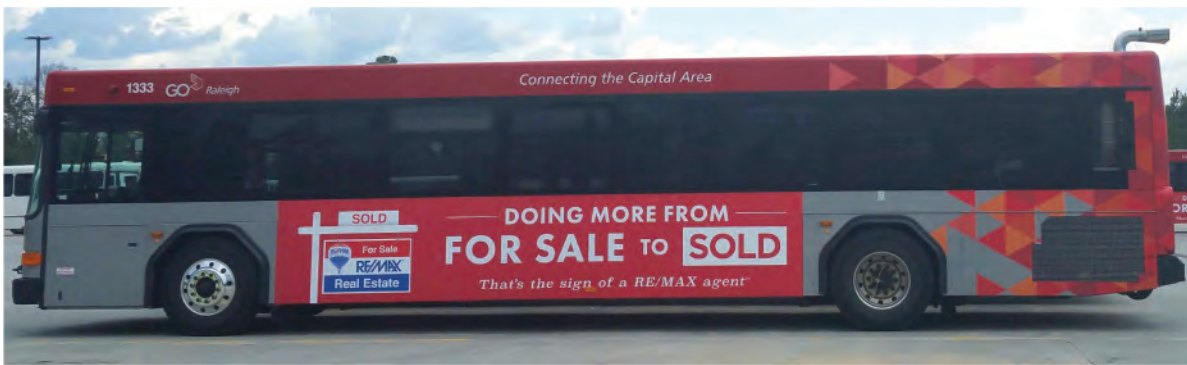
### By Mail:

City of Raleigh- Transit  
Attn: Transit Marketing Specialist  
PO Box 590  
Raleigh, NC 27602

### Or Hand Delivered:

City of Raleigh Municipal Building  
Attn: Transit Marketing Specialist  
222 West Hargett Street, 4th Floor  
Raleigh, NC 27601

### Example: Kong



- Contracts and initial payment should be received prior to the installation of the advertisement. Upon receipt of the contract, it could take at least 2 weeks for it to be returned to the advertiser. The ad process can begin prior to this, if deemed acceptable by the advertiser.
- A copy of the ad design must be approved by Transit Staff at least 2 weeks **prior** to installation, before production occurs.

## the advertising process

### continued...

- The City of Raleigh sells and contracts for ad space only. Quotes for production, installation and removal can be provided by the vendor of your choice. Vendor information for Exterior Ads sent upon request. Interior placards can be produced by a printer of your choice using the Interior Placard Spec Sheet.
- *Prices are set by the Raleigh Transit Authority and are non-negotiable.*

### Where is Your Ad Seen?

- 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 450,000.
- 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.
- Your ad moves in traffic and stands out above the cars around it. Your message will be greeting your customers at every turn.
- **GoRaleigh** buses drive in, around and through major employment areas, downtown shopping districts, suburban malls, shopping centers, housing developments, university campuses, and apartment complexes...areas where there are high population densities.
- Plus, your advertising bus rotates routes, ensuring widespread exposure of your message to all areas of the city.  
\*Ads cannot be delegated to specific routes, all buses rotate frequently\*

### Included in the Advertising Guide:

- GoRaleigh Fact Sheet
- GoRaleigh Exterior Advertising Rate Sheet
- Vendor Referral Page (Exterior Ads) *(per request)*
- R-Line Interior Advertising Rate Sheet and Spec Sheet
- Bus Advertising Policy
- GoRaleigh Systemwide Map  
*(per request)*
- R-LINE Downtown Circulator Map  
*(per request)*



**Example: Tail**

# GoRaleigh fact sheet



**Example: Queen**



**Example: Tail**




**Example: King**

- 36 Fixed GoRaleigh Routes *3 new services arriving in late 2019!*
  - 10 Radial Routes (Start and End Downtown) & 9 Connecting Routes
- 3 Express Routes (Brier Creek, Poole Road and Wake Tech Community College)
- 4 Regional Express Routes (Wake Forest, Knightdale, Zebulon-Wendell, Fuquay-Varina)
- 1 Loop Route in Partnership with the Town of Wake Forest
- State Fair Service - Express service from (2) Park & Ride lots and fixed route service at selected stops along Hillsborough Street from downtown to the fairgrounds.
- Over 100 Vehicles
- 3 Hybrid Electric Buses (R-LINE)
- 4:30 a.m. to Midnight. Monday – Saturday service on most routes.
- Sunday service expanded to match Saturday routes.
- Cash Fare - \$1.25 (Persons over 65 and children under 12 ride for free)
- Cash Fare for Persons with Disabilities - \$0.60
- Approximately 6 million passenger boardings per year.
- Transit riders save thousands of dollars per year in transportation costs.
- Riders can plan their trip and track buses online at [goraleigh.org](http://goraleigh.org)
- All schedules are available online at [goraleigh.org](http://goraleigh.org)
- For more information on bus routes and schedules, call 919-485-RIDE (7433).


GoRaleigh

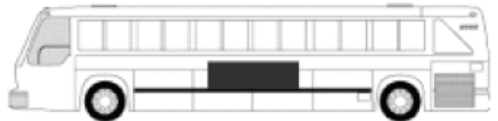


## 2019-2020 rate sheet

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

\*price break!

	<b>KING</b> (Street Side)			
144" x 30"	1 Month Contract	3 Month Contract	6 Month Contract	12 Month Contract
Price Per Month-Per Unit	\$450	\$450	\$450	\$450
Total Per Period-Per Unit	\$450	\$1,350	\$2,700	\$5,400

	<b>QUEEN</b> (Curbside)			
120" x 30"	1 Month Contract	3 Month Contract	6 Month Contract	12 Month Contract
Price Per Month-Per Unit	\$325	\$325	\$325	\$325
Total Per Period-Per Unit	\$325	\$975	\$1,950	\$3,900

### \*Please Note:


Rates are for available space only and do not include design, production, installation and/or removal costs.

Contact the Transit Marketing Specialist for vendor information.

## 2019-2020 rate sheet

continued...

GoRaleigh

	TAIL			
45" x 22"	1 Month Contract	3 Month Contract	6 Month Contract	12 Month Contract
Price Per Month-Per Unit	\$300	\$300	\$300	\$300
Total Per Period-Per Unit	\$300	\$900	\$1,800	\$3,600

### Example: Tail



### Advertising Inquiries Contact:

Marketing Specialist  
PO Box 590  
Raleigh, NC 27602  
goraleigh@raleighnc.gov  
919-996-4042

# 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.