

Greenway Public Transportation

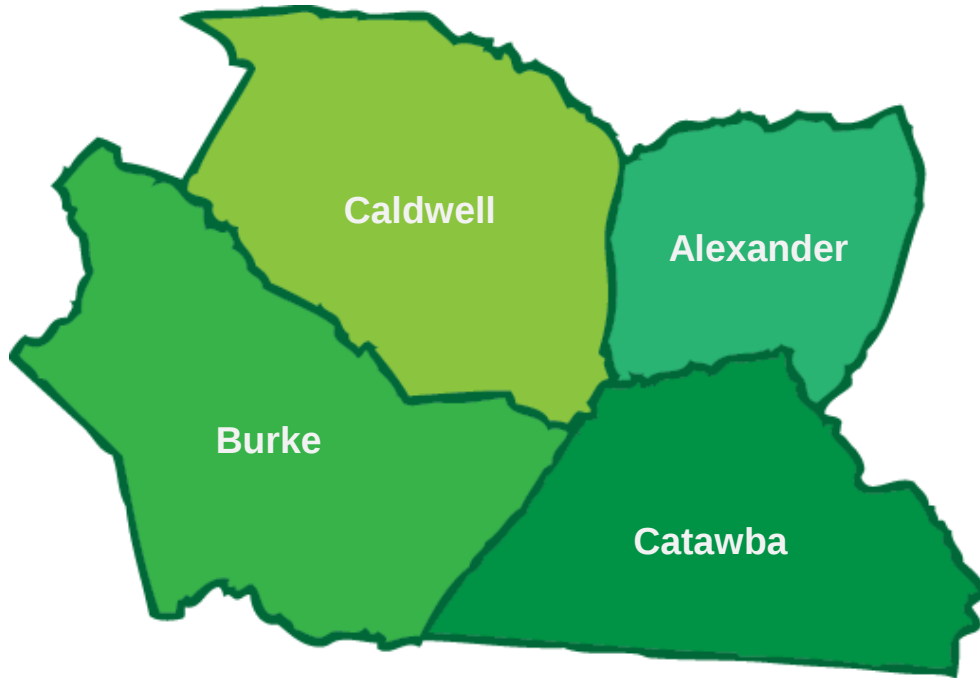
Advertising Rates and Guidelines

advertising@mygreenway.org

Call: 828.465.7631



System Information



Coverage Area

Alexander County
Burke County
Caldwell County
Catawba County
Cities of Hickory, Newton and Conover

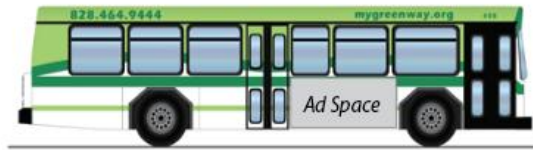
Greenway has proudly served these areas for 18 years. There is a good chance you have seen us!



Our Vehicles

Greenway operates 50+ Vans and 5 Buses that travel through the cities, towns and rural communities of our coverage area everyday. **Our vehicles travel a total of 800,000 miles annually while transporting over 180,000 passengers**

Options and Rates



Side of Bus

30 IN.Tall X 72 IN.Wide Panel

Advertisement will be placed on the road side or curb side of the bus, being seen on Greenway routes in the Hickory, Newton and Conover areas



Rear of Bus

24 IN.Tall X 60 IN.Wide Panel

Advertisement will be placed on the rear of the bus.
This placement is perfect for targeting customers while stopped or in light traffic areas.

\$200.00
Per Month



Rear of Van

33 IN.Tall X 63 IN.Wide Decal

Advertisement will be placed on the rear of the van. Greenway vans travel through residential and commercial areas everyday, granting our advertisers access to a diverse market.

Exterior advertising rate is \$200.00 per month per ad for a three month term.
Rate does not include a one-time graphic cost.

3 Month Term	Side of Bus Graphic Cost	Rear of Bus Graphic Cost	Rear of Van Graphic Cost
\$600.00	\$150.00	\$100.00	\$300.00

\$100.00
Per Month

Examples



Here is a sample of a graphic that was used on 15 vans for our hiring campaign. It was very successful at attracting new drivers.

EXHIBIT A
WPRTA
MOBILE ADVERTISING GUIDELINES

Description of Advertising Placement

The Company shall submit all requests for the advertisement to be placed on the vehicle to WPRTA with a full color illustration showing the proposed advertisement for written approval by WPRTA or designee.

Any bus with specialty graphics shall display all appropriate vehicle numbering, regulatory numbers and decals, logos and signage decals; although the vehicle numbers and decals may be relocated to other positions on the bus providing the relocation meets all appropriate vehicle codes and WPRTA approval. WPRTA will provide advertising opportunities for full color process advertising on individual buses to multiple advertisers subject to the following guidelines:

WPRTA does not provide graphics material of any ads. It is the obligation of the Advertiser to provide the design, in the appropriate format.

Advertisers may not specify the routes or buses on which their ads are to be placed. Only a portion of the fleet will be used for bus wraps. All vehicle wraps exclude advertising placement on the windows and doors.

Character of the Advertisements

Advertisements shall conform to recognized business standards and shall not conflict with the laws or ordinances of the United States, the State of North Carolina or the city and county members of WPRTA.

WPRTA shall, in its sole and absolute discretion, approve all advertising.

WPRTA is not responsible for the deterioration of signs due to weather, routine bus maintenance, and/or any accidents that may occur.

Materials, Equipment, and Supplies

WPRTA shall furnish at the expense of COMPANY all equipment, supplies and materials necessary and incidental to the installation and removal of advertising materials.

Each bus used for specialty products shall be returned to WPRTA at the COMPANY'S expense to the exact condition, paint scheme and decal placement as the rest of the fleet at the conclusion of the display contract for that bus.

Advertising cards posted inside buses will remain in visually and physically good condition.

Advertising Standards

WPRTA has sole and unquestioned authority to determine what constitutes appropriate advertisements. The following standards for advertising have been adopted and advertising may not be displayed which:

1. False, misleading, or deceptive advertising;
2. Promotes unlawful or illegal goods, services, or activities;

3. Implies or declares an endorsement by WPRTA of any goods, services or activities;
4. Contains any lewd or obscene matter as the Board of Directors defines those terms;
5. Contains any image or description, which, if furnished, exhibited, or sent to a minor would give rise to a violation of the WPRTA Board policy;
6. Is libelous;
7. Promotes the sale of tobacco or tobacco-related products;
8. Promotes the sale of liquor, wine, beer, or distilled spirits;
9. Promotes the sale of illegal firearms or any firearms, or the unlawful use of firearms or other weapons;
10. Contains internet addresses or telephone numbers that contain materials, images or information that would violate these advertising standards if the materials, images or information were contained in advertising displayed or posted on WPRTA transit;
11. Supports or opposes a political, moral, or social issue or any ballot measure, or any other matter which is the subject of an election;
12. Supports or opposes a religious denomination, creed, doctrine, or belief;
13. Displays any word, phrase, character or symbol likely to interfere with, mislead or distract traffic, or conflict with any traffic control device;
14. Incorporates any rotating, or flashing devices or any other moving parts;
15. Materials which are not commercial advertising and which is in opposition to, in support of, or otherwise addresses an idea, concept, theory, belief, issue, position, or the like from the standpoint of morality, politics, theology, or an expression as a belief, opinion, or declaration that such idea, concept, belief, issue, position, or the like is right or wrong;
16. Complaints received by WPRTA about any advertisement will be forwarded to the COMPANY for immediate response. COMPANY shall copy WPRTA on all response communication. WPRTA reserves the right to pull any advertisement from any bus. WPRTA reserved the right to remove an advertiser's poster, inside or outside of any bus. The final determinations as to what advertisements will or will not be allowed on buses will be made by WPRTA.

Payment Conditions

Payment for ad space must be paid in advance. WPRTA reserves the right to remove any advertising when payment is in arrears in violation of Contract Terms. The advertising agreement may be cancelled by WPRTA for any reason with a 30-day notice.