



2020 AAD Annual Meeting

Denver, Colorado

March 20-24, 2020

COLORADO CONVENTION CENTER

Shuttle Bus Advertising

Amplify Your Brand and Message Exposure
With Professionally Produced Custom Shuttle Bus Graphics
at AAD's Annual Meeting, March 20-24, 2020, Denver, CO

Reach your prospects as they enter and exit the convention center, & ride buses to and from hotels.
Choose from a variety of options that fit every budget.
Available on one or multiple buses.



Full Bus Wrap - New this year!

Full bus wrap customized with advertiser's artwork placed on both sides, entire rear and lower front of bus for maximum exposure. Price includes production, shipping, installation & removal.

Full Bus Wrap

Both sides, entire rear and lower front
Price: \$32,000

Full Side Wrap

Exterior graphic ads that cover both sides of the bus.
Price includes production, shipping, installation and removal.

Full Side Wrap

(Approx. 42 feet long x 9.25 feet high)
Price: \$27,825



Lower Half Wrap

Exterior graphic ads customized with advertiser's artwork placed on both sides of bus for maximum exposure. Price includes production, shipping, installation and removal.

Lower Half Wrap

(Approx. 42 feet long x 5.5 feet high)
Price: \$18,250

AAD Shuttle Bus Graphic Options - Continued

King Kong Exterior Graphic

Exterior graphic ads customized with advertiser's artwork placed on both sides of the bus for maximum exposure. Price includes production, shipping, installation and removal.

King Kong Graphic

(Approx. 20 feet long x 9.25 feet high)

Price: \$19,425



Exterior Window Graphic

Exterior graphic ads customized with advertiser's artwork placed on each side window on both sides of bus for maximum exposure. Price includes production, shipping, installation and removal.

Exterior Window graphic

(Approx. 40 feet long x 40 inches high)

Price: \$11,300

Queen Kong Exterior Graphic

Exterior graphic ads customized with advertiser's artwork placed on both sides of bus for maximum exposure. Price includes production, shipping, installation and removal.

Queen Kong Ad

(Approx. 20 feet long x 5.5 feet high)

Price: \$12,325



AAD Shuttle Bus Graphic Options - Continued

Interior Window Banners

Inside window banner ads customized with advertiser's artwork placed on each side window on both sides (8-10 per bus) for maximum exposure to bus riders. Price includes production, shipping, installation and removal.

Interior Window Banners

(Approx. 60 inches wide/ 48 inches Live width x 8 inches high)
Price: \$3,750



Interior Headrest Covers

All fabric covers customized with advertiser's artwork on both sides of each seat head rest cover for maximum exposure. Prices are per bus and include production, shipping, installation and removal.

Headrest Covers:

Two sides, Full color process printing
12" x 12" inch print area, 55 per bus
Price: \$2,950 per bus



Exterior Rear Graphic

Exterior partial rear graphic customized with advertiser's artwork, placed on the rear of the bus for added exposure. Price includes production, shipping, installation and removal.

NOTE: Available only as an add-on to another exterior graphic purchase.

Rear Graphic:

(Approx. 8 feet wide x 3 feet high)
Price: \$1,875



AAD Shuttle Bus Graphics Insertion Order

AAD'S ANNUAL MEETING 2020

Please complete the following information:

Advertiser: _____

Agency (if applicable): _____

Contact Name: _____

Billing Address: _____

Phone: _____ E-mail: _____

Per Bus Advertising Rates - Total Bus inventory = 19

<i>Exterior Graphics are on both sides of bus</i>	Bus Quantity		Price		Total per line
Full Bus Wrap (both sides, rear and lower front)		X	\$32,000	=	
Full Side Wrap (Approx. 42' long x 9.25' high)		X	\$27,825	=	
Lower Half Wrap (Approx. 42 feet long x 5.5' high)		X	\$18,250	=	
King Kong Graphic (Approx. 20' long x 9.25' high)		X	\$19,425	=	
Queen Kong Graphic (Approx. 20' long x 5.5' high)		X	\$12,325	=	
Exterior Window Graphics (Approx. 40' long x 40" high)		X	\$11,300	=	
Interior Window Graphics (Approx. 5' long x 8" high, 8-10 count)		X	\$3,750	=	
Exterior Rear Graphic (Print area approx. 8' wide, 3' high) **		X	\$1,875	=	
Seat Headrest Covers - 55 per bus (12" X 12" print area) Front/Rear Print		X	\$2,950	=	
One-time Licensure Fee		X	\$2,500	=	\$2,500

** Rear only available as an add-on to another exterior graphic purchase **Total Advertising Costs \$** _____

PLEASE NOTE:

All Artwork is due by Feb 10, 2020. **A 30% late fee may apply to orders OR artwork received after Feb 10. Artwork will not be printed until full payment is received.**

All advertising is subject to approval by AAD.

Note that we cannot guarantee that graphics will be applied to a plain white or black bus. Often bus suppliers have their own branding on the buses that may be visible below or to the right and left of graphics applied to buses. We will make a best effort to apply graphics in a way that any bus company graphics do not interfere with artwork. Proofs on a standard template will be provided to advertiser in advance for approval but final product may differ slightly and bus type shown on proof is subject to change. Refunds will not be issued for imperfections in printing or installation that are beyond our control.

I have read and agree to the above terms and requirements.

No cancellations are accepted.

Print Name

Authorized Advertiser/Agency Signature and Title

PO# (if necessary)

Date:

Please send insertion orders and correspondence to:

Ernie McCarren | Newsday Communications | Attn: AAD Annual Meeting 2019

PO Box E , Fairfax, VA 22031

Phone: 201-401-3075

Ernie@NewsdayCommunications.com

AAD Shuttle Bus Graphic Design Requirements

Design Requirements for Bus Graphics Due Feb 10, 2020

DIGITAL ARTWORK REQUIREMENTS: (Bus templates will be provided to assist with design)

PREFERRED FORMATS:

- MOST PREFERRED: Adobe Illustrator CC (.ai/.eps), or layered Photoshop files (.psd/.psb)
- If necessary, we can accept InDesign (.indd/.idml) packaged with supporting files
- Raster images – **72 DPI CREATED AT FINAL SIZE (100%)**.

NOTES FOR SPECIFIC PROGRAMS

Use the PACKAGING option in Adobe InDesign

Work in 1:10 scale for Illustrator

Work in 1:1 scale for Photoshop (if possible)

Keep all layers, keep all paths in Photoshop

Embed your image and vector. DO NOT leave them linked or in the CC Library (All Adobe programs)

Be sure to have at least 1.5 ' of bleed all around

COLORS:

All files should be set up as a CMYK document

Provide all the Pantone values for important colors that may be integral to your branding (logos, taglines, etc.)

FONTS:

Convert all your text to outlines or shapes depending on which program is being used

When using Photoshop select text layers and convert to shape

IF you don't outline fonts, please, include all of them in the folder before sending

DELIVERY:

Send all files via your file sharing software to lisa.lanna@newsdaycommunications.com.

ALSO send low res files of artwork to Lisa Lanna as an attachment (pdf or jpg) to be used for approval by AAD

Direct any questions about printing To Lisa Lanna, 202-365-6688, or Lisa.Lanna@NewsdayCommunications.com.

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Note that we cannot guarantee that graphics will be applied to a plain white or black bus. Often bus suppliers have their own branding on buses and that branding may be visible below the graphics applied to buses. Proofs on a standard bus template will be provided to advertiser in advance for approval but final product may differ slightly. Bus types may also change at the last minute due to reasons beyond our control, so bus types shown on proofs may change. Refunds will not be issued for imperfections in installation or printing that are beyond our control.

We can accommodate late artwork, but additional fees may be assessed if printer charges late fees or if shipping costs are higher for last minute shipping.