



annual meeting
MARCH 8-12, 2024 • SAN DIEGO, CA
Official Meeting Provider



Shuttle Bus Advertising

Amplify Your Brand and Message Exposure

With Professionally Produced Custom Shuttle Bus Graphics
at AAD's Annual Meeting, March 8-12, 2024, in San Diego, CA.

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 Side Wrap

The Full Side Wrap offers tremendous exposure, with graphics placed on both full sides of the bus. Perforated material is used on the windows to allow for passenger visibility. Price includes production, shipping, installation and removal.

Full Side Wrap

Approx. 42 feet long x 9 feet high
Price: \$37,250 per bus



Lower Half Wrap

Exterior graphic ads customized with advertiser's artwork are placed across the length of both sides of the bus below the windows, offering significant exposure to attendees. Price includes production, shipping, installation and removal.

Lower Half Wrap

Approx. 40 feet long x 5 feet high
Price: \$23,750 per bus

Extended Queen Graphic

The Extended Queen Graphic customized with advertiser's artwork, is placed in the center of both sides of the bus and extends to the sides above the wheel wells. Price includes production, shipping, installation and removal.

Extended Queen Graphic

Approx. 36 wide x 5 feet high
Price: \$21,150 per bus



AAD Shuttle Bus Graphic Options - Continued

Upper Half Wrap

The Upper Half Wrap offers premium exposure, with ads displayed from the top of the windows to the top of the luggage bays. Price includes production, shipping, installation and removal.

Upper Half Wrap

(Approx. 20 feet long x 5.75 feet high)

NET: \$25,950



Exterior Rear Graphic

The Exterior Rear Graphic customized with advertiser's artwork, is 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 to 4 feet high (depending on bus)

Price: \$2,600 per bus



Interior Headrest Covers

Seat covers customized with advertiser's artwork on both sides of each seat head rest cover for maximum exposure to bus riders. Price includes production, shipping, installation and removal.

Headrest Covers:

Two sides. Full color process printing. 12" x 12" inch print area. 55 per bus.

Price: \$3,950 per bus

AAD Shuttle Bus Graphic Options - Continued

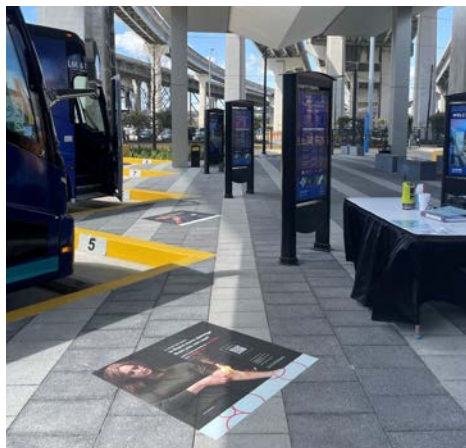
Interior Window Banners

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

Interior Window Banners

60 inches wide/48 inches live width x 8 inches high

Price: \$4,150 per bus



Bus Loading Sidewalk Decals

Weather resistant sidewalk decals placed on sidewalk at each bus route loading area. Total of six decals.

Sidewalk Decals

3 feet x 3 feet (circle or square)

Total of six

Price: \$6,000

AAD Shuttle Bus Graphics Rates and Details 2024

AAD'S ANNUAL MEETING 2024

Per Bus Advertising Rates - Total Bus inventory = 16

<i>Exterior Graphics are on both sides of bus</i>	Price
Full Side Wrap (Approx. 42' long x 9.25' high)	\$37,250
Lower Half Wrap (Approx. 42 feet long x 5.5' high)	\$23,750
Extended Queen Graphic (Approx. 36 feet long x 5.5' high)	\$21,150
Upper Half Wrap—NEW! (Approx. 40' long x 5.75' high)	\$25,950
Interior Window Graphics (Approx. 5' long x 8" high, 8-10 count)	\$4,150
Exterior Rear Graphic (Approx. 8' wide, 4' high) **	\$2,600
Seat Headrest Covers - 55 per bus (12" X 12" print area) Front/Rear Print	\$3,950
Bus Loading Sidewalk Decals —NEW! - Set of Six	\$6,000
One-time Licensure Fee Applied to All Orders	\$2,500

*** Rear only available as an add-on to another exterior graphic purchase**

PLEASE NOTE:

All Artwork is due by Jan 19, 2024. Please contact Lisa Lanna to place your order:

Lisa.Lanna@NewsdayCommunications.com or 202-365-6688. **A 50% deposit is due with insertion order. The balance of payment is due on Jan 12, 2024. A 30% late fee may apply to orders OR artwork received after Jan 19, 2024. 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 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.

Cancellations:

If the meeting is cancelled for any reason, the following refund schedule will apply:

- Meeting cancelled before December 8, 2023 advertiser will receive a full refund.
- Meeting cancelled after December 8, 2023 advertiser will receive a 80% refund.
- Meeting cancelled after graphics are printed, advertiser will receive a 60% refund.

If the meeting takes place but advertiser decides to cancel their order, the following refund schedule will apply:

- Advertiser cancels before December 8, 2023 advertiser will receive a 75% refund.
- Advertiser cancels after December 8, 2023 advertiser will receive a 50% refund.
- Advertiser cancels after graphics are printed, advertiser will receive a 25% refund

Graphics will not be printed before Feb 2, 2024

Please contact us with questions or to place insertion orders:

Lisa Lanna | Newsday Communications | Attn: AAD Annual Meeting 2024

Phone: 202-365-6688 — Lisa.Lanna@NewsdayCommunications.com

[Newsday Communications](#) is the official shuttle bus advertising production and sales vendor for AAD 2024.

AAD Shuttle Bus Graphics Design Requirements

Design Requirements for Shuttle Bus Graphics Files Due Jan 19, 2024

ARTWORK DUE DATE: Jan 19 2024 (a bus template will be provided for design)

DIGITAL ARTWORK REQUIREMENTS:

FILE FORMATS ACCEPTED:

Adobe Illustrator CC (.ai/.eps), or layered Photoshop files (.psd/.psb)

Raster images – **72 DPI CREATED AT FINAL SIZE (100%)**.

NOTES FOR SPECIFIC PROGRAMS

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

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, company colors)

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.

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.

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.