annual meeting
MARCH 19–23, 2027 • SAN FRANCISCO, CA
Official Meeting Provider

SHUTTLE ADVERTISING OPPORTUNITIES AAD 2027

Exhibitors can amplify their brand and message exposure with professionally produced custom shuttle graphics and additional transportation-related advertising opportunities. Exhibitors can reach prospects as they enter/exit the convention center, ride shuttles to and from hotels and use the real-time shuttle app.

11 BUSES AVAILABLE FOR ADVERTISING

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.

Full Side Wrap
Approx. 45 feet long x 9 feet high
Price: $41,150 per bus

LOWER HALF WRAP

The Lower Half Wrap customized with advertiser's artwork is placed across the length of both sides of the bus below the windows, offering significant exposure to attendees.

Lower Half Wrap
Approx. 45 feet long x 5 feet high
Price: $28,050 per bus

EXTENDED QUEEN

The Extended Queen Wrap is a lower cost alternative to the Lower Half Wrap but provides almost equal impact. Advertiser's creative is placed in the center of both sides of the bus and extends to the sides above the wheel wells.

Extended Queen Wrap
Approx. 42 wide x 5 feet high
Price: $23,775 per bus

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 on both sides of the bus. Perforated material is used on the windows to allow riders to see through them.

Upper Half Wrap
(Approx. 42 feet long x 5.75 feet high)
Price: $30,925 per bus

Contact Lisa Lanna - Lisa.Lanna@Newsdaycommunications.com - 202-365-6688 with any questions or to place your shuttle advertising order.

Newsday Communications is the official shuttle advertising sales and production partner for the AAD Annual Meeting.

AAD 2027 SHUTTLE BUS ADVERTISING

EXTERIOR REAR GRAPHIC

The Exterior Rear Graphic customized with advertiser's artwork, is placed on the rear of the bus for added exposure.
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: $2,950 per bus

SEAT HEADREST COVERS

Seat headrest covers are customized with advertiser's creative on both sides for maximum exposure to bus riders.

Headrest Covers:
Two sides. Full color process printing.
11" x 11" inch print area. 50 per bus.
Price: $4,350 per bus

INTERIOR WINDOW DECALS

Interior Window Decals customized with advertiser's creative are placed on interior window segments (10 per bus) for maximum exposure to bus riders.

Interior Window Decals
60 inches wide/48 inches live width x 8 inches high
Price: $4,350 per bus

SIDEWALK DECALS

Bus Loading Sidewalk Decals are weather resistant and are placed on the sidewalk at each bus route loading area.

Sidewalk Decals - 6 decals (2 per route)
3 feet x 3 feet (circle or square)
Price: $8,000

Contact Lisa Lanna - Lisa.Lanna@Newsdaycommunications.com - 202-365-6688 with any questions or to place your shuttle advertising order.

Newsday Communications is the official shuttle advertising sales and production partner for the AAD Annual Meeting.

AAD 2027 SHUTTLE ADVERTISING RATES

Prices include print, ship, install and removal

TYPE	PRICE
FULL SIDE WRAP	$41,150
LOWER HALF WRAP	$28,050
EXTENDED QUEEN	$23,775
UPPER HALF WRAP	$30,925
REAR GRAPHIC (ONLY AS AN ADD-ON)	$2,950
SIDEWALK DECALS (SET OF 6)	$8,000
HEADREST COVERS (SET OF 50)	$4,350
INTERIOR WINDOW DECALS (SET OF 10)	$4,350

Due Dates and Payment Terms:

All Artwork is due by Jan 29, 2027.

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 4, 2027.

A 30% late fee may apply to orders OR artwork received after Feb 19, 2027. Artwork will not be printed until full payment is received.

A $2500 AAD LICENSE FEE WILL BE APPLIED TO EACH ORDER.

NOTE: 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 and AAD 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.

CANCELATIONS:

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

· Meeting cancelled before December 18, 2026 advertiser will receive a full refund.

· Meeting cancelled after December 18, 2026 but before graphics are printed, advertiser will receive a 80% refund.

· Meeting cancelled after graphics are printed, advertiser will receive a 60% refund.

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

· Advertiser cancels before December 18, 2026 advertiser will receive a 50% refund.

· Advertiser cancels after December 18, 2026, advertiser will not receive a refund.

Contact Lisa Lanna - Lisa.Lanna@Newsdaycommunications.com - 202-365-6688 with any questions or to place your shuttle advertising order.

Newsday Communications is the official shuttle advertising sales and production partner for the AAD Annual Meeting.