

July 1, 2024

AppalCART
Transit Authority Advertising Policy

The purpose of this policy is to establish guidelines for exterior advertising on AppalCART transit authority buses. AppalCART has approved commercial advertising on the exterior of its fixed route buses as a means of raising revenue for the transit system. Revenues are returned to the general operating budget and used to reduce local contributions to fund operations.

Bus advertising space is available on the exterior of AppalCART buses. Advertising on AppalCART will be allocated on a first-come first-serve basis. Available types and sizes are specified on the rate sheet. The decal's placement must not interfere with necessary access, safety features, or paint on the bus. Final graphics must be submitted prior to installation and AppalCART reserves the right to reject messages or artwork upon review. Advertisements should be of reputable character, conform to recognized business standards, and should not conflict with the laws of the United States or of any state. No alcoholic beverages, tobacco, political, or religious advertising will be accepted.

Advertising materials will be produced at the advertiser's expense and must be of good quality and conform to standards for size and other physical characteristics. It is the advertiser's responsibility to deliver or reclaim ad materials in a timely fashion. Any advertising materials left on AppalCART's premise for more than 30 days are subject to disposal. For vehicle wraps, Graphics must incorporate the following in 5 inch letters on both sides of the bus:

AppalCART Public Transportation

(828)297-1300

www.appalcart.com

The advertiser is responsible for any costs incurred during restoration of the bus to its original paint scheme at the conclusion of the contract.

AppalCART cannot guarantee space availability on its buses. The space is only reserved when payment/contract arrangements have been finalized. Advertisers cannot specify the routes or buses on which their ads are placed and AppalCART cannot guarantee uptime for any particular vehicle or route. AppalCART is not responsible for theft, vandalism, or damage of advertising decals while on the buses.

Advertisers will be invoiced on the last business day of each month of service. AppalCART does not prorate billings. Terms are Net 30, and any invoice not paid within 30 days will be considered past due and may be charged a late fee of 10%. AppalCART reserves the right to remove the sign(s) when an account becomes past due.

Rates as of 7/1/2024

Signs: \$200 per month per sign

Full Bus Vinyl Wrap: \$600 per month per bus