

You can reach a larger target audience with our advertising solutions!

### Advertising Options

**Side Displays** are located on each side of the bus. They are perfect advertising outlets to catch the attention of motorists and pedestrians. There are two (2) side panels available per vehicle for media rental every four weeks.

**Interior Cards** are smaller and are seen by the riders on-board. They line the tops of the transit windows. Two sizes of interior cards are available in regular card size and super card size. This type of advertising allows the rider more time to read the advertisement while on-board.



For further information contact:  
**Activan@HaltonHills.ca or**  
**call 905-873-2601 ext. 2617**

#### Placement and Content

Ad placement is at the discretion of the Town of Halton Hills. Ad space is accepted on a first come, first served basis. The Town of Halton Hills does not guarantee acceptance of an advertisement or its location. The Town of Halton Hills reserves the right to reject any advertising program(s).

**Visit [www.HaltonHills.ca](http://www.HaltonHills.ca) for additional advertising opportunities**

\* Rates do not reflect printing costs and design fees associated with media displays. The Town of Halton Hills does not supply design and printing services. See spec. sheet for details.

### Transit Advertising Rates

Ad Type	Media Rate 4 weeks	Media Rate 3 months	Media Rate 6 months	Media Rate 12 months
<b>Side Display</b> Exterior 70" x 21"	\$250.00 each			
<b>Interior Display</b> 35 x 11"	\$40.00 each	\$114.00 each	\$216.00 each	\$384.00 each
<b>Super Card</b> 70" x 11"	\$75.00 each	\$213.75 each	\$405.00 each	\$720.00 each



# Application for Halton Hills Transit Advertising Program

Applicants must complete sections A, B and C in full

## A. Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Unit : \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Invoice billing address (if different from above):

Address: \_\_\_\_\_ Unit : \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

## B. Transit Advertising Media Selection

Ad Type	Size (w x h)	4 Weeks	3 Months	6 Months	12 Months
Side Display	70" x 21"	\$250.00 each			
Interior Card	35" x 11"	\$40.00 each	\$114.00 each	\$216.00 each	\$384.00 each
Interior Super Card	70" x 11"	\$75.00 each	\$213.75 each	\$405.00 each	\$720.00 each

\* Rates do not reflect printing costs and design fees associated with media displays. The Town of Halton Hills does not supply design and printing services. See spec. sheet for details.

## C. Payment

Preferred date of media placement: \_\_\_\_\_

Sub Total: \_\_\_\_\_ HST: \_\_\_\_\_

Total Due: \_\_\_\_\_

Method of Payment:  Cheque  MasterCard  Visa  Debit  Cash

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_



# Application for Halton Hills Transit Advertising Program

## Placement and Content

Ad placement is at the direction of the Town of Halton Hills. Ad space is accepted on a first come, first serve basis. Note; ad space is limited. The Town of Halton Hills does not guarantee acceptance of an advertisement or its location. The Town of Halton Hills reserves the right to reject any advertising proposal.

## Advertising Agreement

By signing this agreement, I confirm that I wish to place advertisement(s) with the Town of Halton Hills Transit Services. I agree that all requirements and restrictions regarding ad content and artwork will be submitted as per guidelines following Town of Halton Hills Corporate Advertising Policy No. 2017-0002. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for the entire cost of the ad(s) that I originally reserved. I further agree to pay in full for all charges upon submission of application. I also warrant and represent that the advertiser has ownership of all materials subject to copyright. The Town of Halton Hills is not responsible for content error in advertisements. The Town of Halton Hills is not responsible for the cost of replacing damaged, faded or vandalized advertisements. Advertisements are installed and affixed by the Town of Halton Hills staff only. Costs associated for printing and design are not included in media fees provided. I understand that the Town of Halton Hills does not supply the design or printing services of advertisement(s).

Advertisers are to contact Deanna Locey, ActiVan Transit Coordinator at 905-873-2601 Ext. 2617 for availability and placement of advertisements.

**Signature of Advertiser:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## For Office Use Only

Received by: \_\_\_\_\_ Date: \_\_\_\_\_

Media Space: \_\_\_\_\_

The personal information on this form is collected under the authority of Section 11 of the Municipal Act, as amended. The information is used for the purpose of processing this application and administering the program. Questions regarding the collection of this information should be directed to the Town's ActiVan Transit Coordinator at 905-873-2601 ext. 2617 or [deanna@haltonhills.ca](mailto:deanna@haltonhills.ca)

## Town of Halton Hills Infrastructure Services

1 Halton Hills Drive, Halton Hills ON L7G 5G2

General Inquiry: 905-873-2601 ext 2617

Fax: 905-873-8192

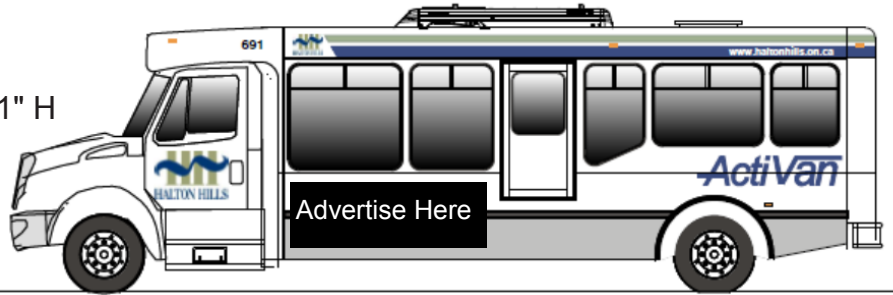
Website: [www.haltonhills.ca](http://www.haltonhills.ca)

Email: [deanna@haltonhills.ca](mailto:deanna@haltonhills.ca)

# Side Display Specifications (70" x 21")

## Display Specifications

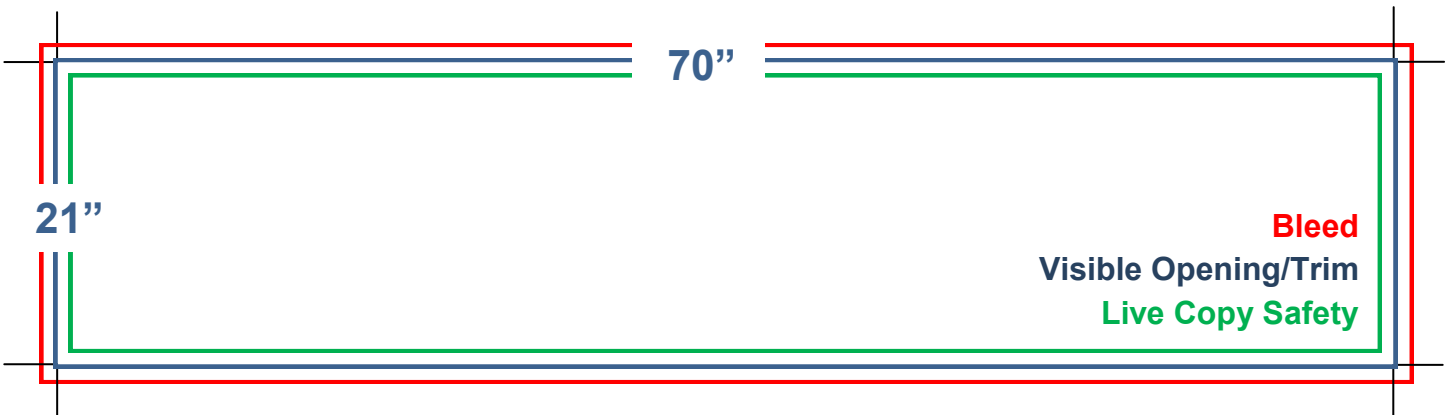
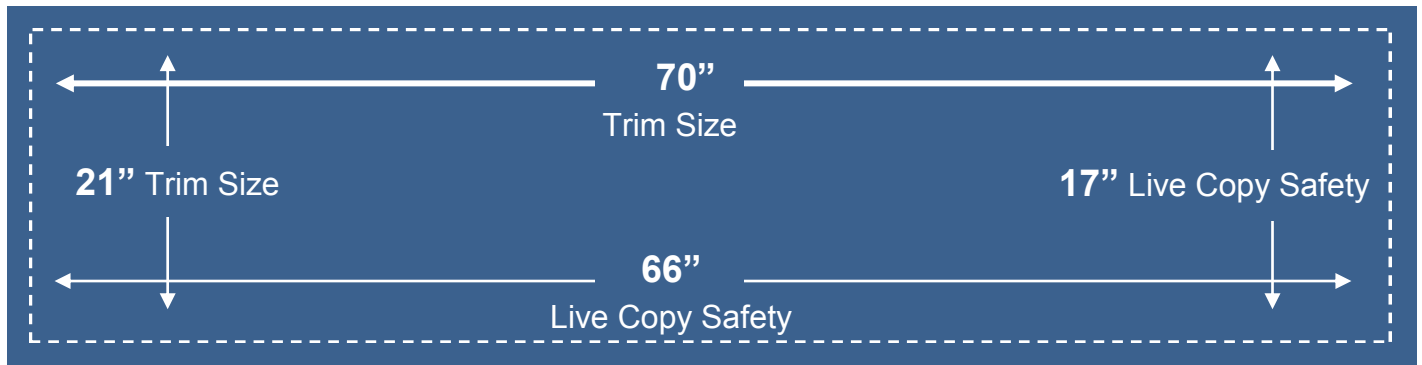
- Bleed Size** 72" W x 23" H
- Trim Size/Visible Opening** 70" W x 21" H
- Live Copy Safety** 66" W x 17" H



## Art Specifications

Side Display Posters must be printed on 4 mil. Coroplast™ corrugated plastic material. Use of alternative material **MUST** be approved by your Town of Halton Hills representative prior to production. Failure to use the appropriate material may result in rejection by the Town of Halton Hills. Consult with the Town of Halton Hills representative for details.

- Bleed Size** 4.80" W x 1.53" H
- Art Trim Size** 4.67" W x 1.40" H
- Live Copy Safety** 4.40" W x 1.13" H



# Interior Super Card Specifications (70" x 11")

## Display Specifications

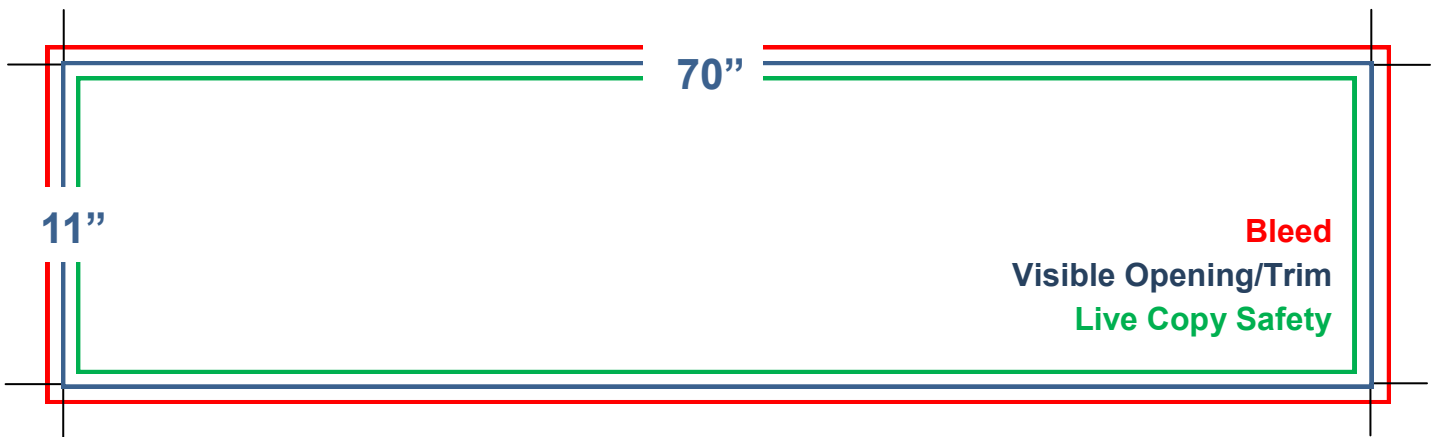
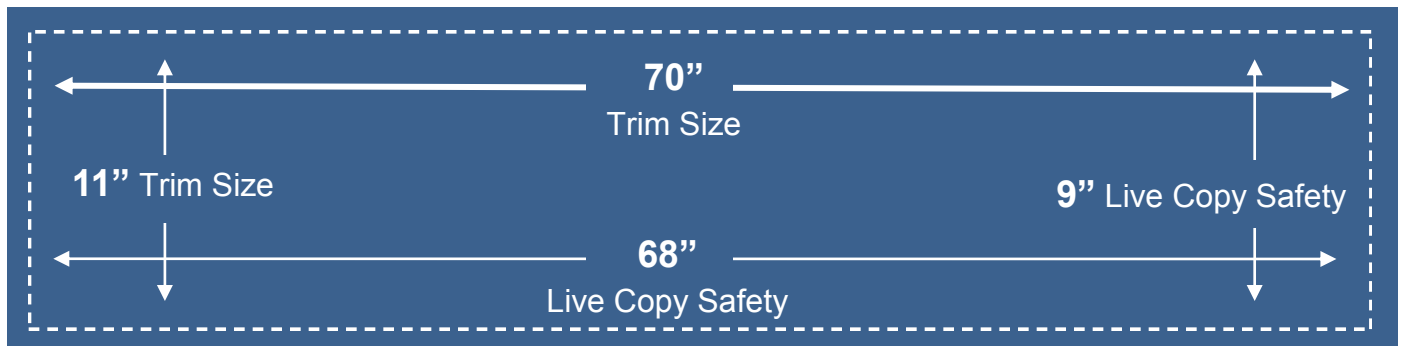
- Bleed Size** 71" W x 12" H
- Trim Size** 70" W x 11" H
- Visible Opening** 69" W x 10.375" H
- Live Copy Safety** 68" W x 9" H



## Art Specifications

Interior Super Cards must be printed on 9 mil. Gloss Solvent Poster Paper. Failure to use the appropriate material may result in rejection by the Town of Halton Hills. Consult with the Town of Halton Hills representative for details.

- Bleed Size** 17.75" W x 3" H
- Art Trim Size** 17.5" W x 2.75" H
- Live Copy Safety** 17" W x 2.25" H



# Interior Card Specifications (35" x 11")

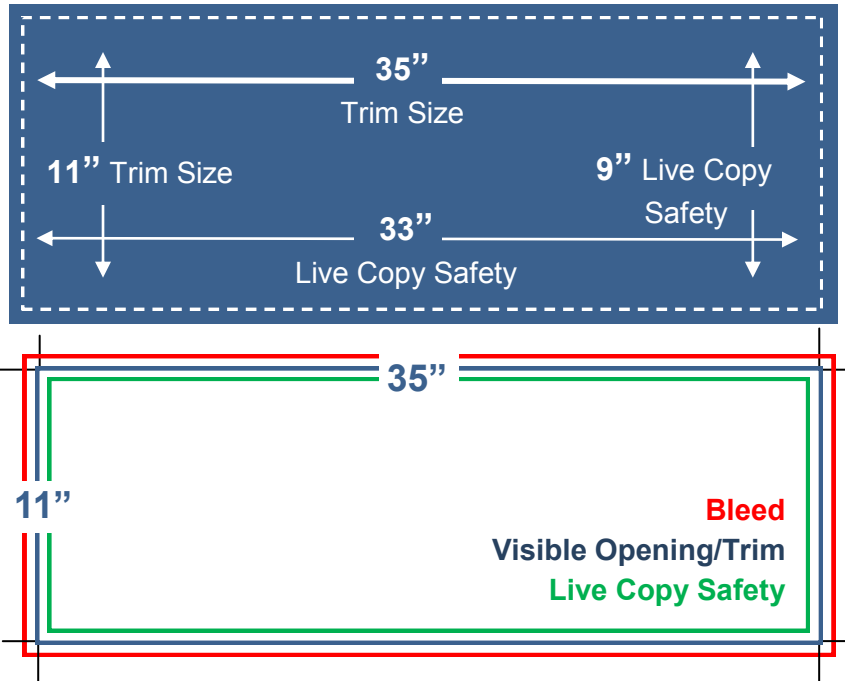
## Display Specifications

- Bleed Size** 36" W x 12" H
- Trim Size** 35" W x 11" H
- Visible Opening** 34" W x 10.375" H
- Live Copy Safety** 33" W x 9" H

## Art Specifications

Interior Cards must be printed on 9 mil. Gloss Solvent Poster Paper. Failure to use the appropriate material may result in rejection by the Town of Halton Hills. Consult the Town of Halton Hills representative for details.

- Bleed Size** 9" W x 3" H
- Art Trim Size** 8.75" W x 2.75" H
- Live Copy Safety** 8.25" W x 2.25" H



## Delivery of Printed Material

Printed material ready for installation must be delivered to the Town of Halton Hills at least one week prior to the contracted posting date, and are to be delivered to:

- Canada Post Delivery:**  
1 Halton Hills Drive,  
Georgetown Ontario L7G 5G2  
ATT: Transit Services
- Standard Courier Delivery:**  
11620 Trafalgar Road,  
Georgetown Ontario L7G 4S4  
ATT: Transit Services