

University Transit Advertising

Policy and Procedures

Advertising Rates:

Rates are per month and per ad.

- \$100 for one month
- \$80 per month for semester package (August-November or January-May)
- \$60 per month for year-long package (August-May)

\$5 discount on each package to MSU groups



Ads rotate monthly, with ad installation at the beginning of each month. University Transit uses six shuttles, and advertisers have the option of running the same or a variety of ads on multiple shuttles.

Game Day Packages (Football Season Only): \$100 per game or discounted rate for the whole season. Ads run on game days only on the shuttles that run between campus and downtown. *(Please use a separate request form for Game Day ads.)*

Ad Design and Display:

- Ad design is the responsibility of the advertiser.
- Ads must be 11 inches high x 17 inches wide and should be designed to be displayed horizontally (see sample above). **Save all ads in .pdf or .jpeg format.**
****Note: please allow a one inch top and bottom margin for the ad frame.****
- University Transit will print, install and remove ads.
- Ads can be changed out each month for a \$15 printing fee. A separate invoice will be sent for the change-outs.

Ad Submission:

- Complete the ad reservation request form to reserve your ad space and desired advertising period.
- *All ads are subject to approval by the Director of Parking Services or appropriate staff before printing.* Ads must be submitted to University Transit for approval by Monday at 12:00p.m. for installation on the following Monday.
- E-mail your ad in .pdf or .jpeg format to universitytransit@facilities.msstate.edu

Contact Jeanette Bailey at 662.325.0407 or jcm88@transportation.msstate.edu for more info.