

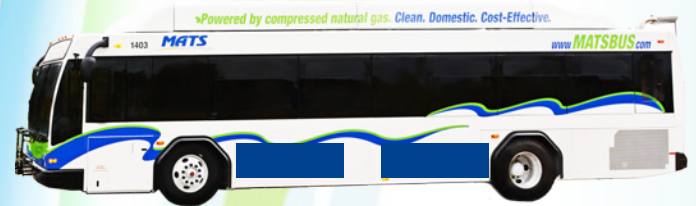
1. No political advertising shall be permitted.
2. No advertising of tobacco, marijuana, drugs or alcohol products shall be permitted.
3. No advertising of products and/or services that are deleterious, harmful, or offensive to the public or to riders of the system shall be permitted. The Transit Systems Manager/Marketing Specialist reserve the right to determine if an ad is appropriate for placement on MATS vehicles.
4. All display panels must be sized appropriately to fit in the available designated space and made of Busmark vinyl for exteriors and .030 - .040 polystyrene for interiors. The advertiser may have display panels designed and produced adhering to MATS specs, or they may request that MATS design and/or have the panels produced for an additional fee.
5. The Transit Systems Manager/Marketing Specialist shall remove any display panel that becomes unattractive due to weathering, cleaning, or vandalism and notify the advertiser. A replacement panel will be supplied at no cost to MATS and installed immediately. No adjustment in rates shall be made due to lost display time under these circumstances.
6. All display panels must be delivered by the advertiser, or their agent, no later than five (5) days prior to the starting date of the purchased display beginning. Delivery shall be made to the MATS Operations and Maintenance Facility, currently located at 2624 Sixth Street, Muskegon Heights, Michigan. Delivery can be made Monday through Friday, between 8 a.m. and 5 p.m.
7. Ads are generally posted prior to the 1st and 15th of month and are invoiced on these dates, as well.
8. All display panels for which a contract has expired, or which are removed for any other purpose, shall be discarded.
9. All rates and adjustments shall be computed on the basis of a thirty (30) day period.
10. The advertiser shall be entitled to change the message on the display panels once per month at no additional charge from MATS. Such changes shall be coordinated with MATS, and shall be made at the earliest convenience of MATS.
11. Public service displays promoting community events or attractions may, on occasion, be placed at no charge in any space not filled by commercial advertising. The Transit Systems Manager shall determine what qualifies for free space as a public service display. Commercial advertising shall have priority. All rules, where appropriate, apply to public service displays.
12. Advertising rates are based upon public exposure of the vehicles normally assigned to operate. Occasionally, any bus may be removed from service due to routine maintenance. No pro-rata repayment shall be given for such routine withdrawals from service. Adjustments to the display period or prorata repayments will be made only for extended withdrawals from service.
13. The Advertiser may request display location preferences upon signing a contract (i.e. curb or street side, bus or trolley, etc.) and efforts will be made to accommodate that preference. However, assignment of all locations are on a first-come, first-served basis and buses are not assigned to specific routes. Requested changes to sign location in the middle of a contract term will be considered a change, and will be made at the earliest convenience of MATS.
14. Payment for advertising shall be made in full by the advertiser to Muskegon County upon invoice according to terms mutually agreed upon prior to the beginning of an ad run. Failure to make prompt payment will result in the immediate removal of the display panels. Payments shall be made to the remittance address provided on the invoice. Late fees will be assessed per Muskegon County policies.
15. To find out more about placing interior or exterior advertising on MATS buses, please contact Karen J Kacynski at 231-724-6420 or kacynskika@co.muskegon.mi.us for current rates and availability.

Advertising Options and Rates

Exterior Curbside And/Or Streetside Space

Space is offered on the tail, curbside and/or streetside of our fixed-route buses. For any exterior spaces, we offer a discount for purchasing 6 or more ads. Pricing below is for space only - production and graphic design charges are separate and described at the bottom.

MINI - 20" tall by 72" wide \$150/space/month



KING - 30" tall by 144" wide \$300/space/month



TAIL SPACE - 20" tall by 40" wide \$125/space/month



INTERIOR SPACE

11" tall x 28" wide \$15/month/Bus



VIDEO DISPLAYS/BATHROOM ADS - Opportunities are also available at the Herman Ivory Terminal at 351 Morris Street in downtown Muskegon. Call to discuss.

DESIGN AND PRODUCTION

You can either design and have your pre-approved display panels produced yourself, or we can do it for you. We charge \$50/hour for design time and a 10% surcharge on production to do it for you. Production rates dependent upon size and quantity of ads.

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