



Advertising Material Specifications

- All Exterior Ads must be printed/mounted on one (1) piece of Coroplast at least 4mm thick.
- All Ads must be delivered install ready. Advertisements in two (2) pieces are not accepted
- **Material size** is the ads dimension requirements to properly fit into PVTA's frame
- Live print area is the maximum dimensions for your design to display properly in bus frame
- Exterior Frame covers 1¼" on all sides of advertisement

King: 144" W x 30" H Coroplast Material Size

- Live Print Area: 141" W x 27" H
- Kings may be printed on two pieces but must arrive to PVTA mounted on one piece of coroplast, connected with a minimum of 3 metal pins between pieces and taped over seam

Queen: 108" W x 30" H Coroplast Material Size

- Live Print Area: 105" W x 27" H

Princess: 88" W x 30" H Coroplast Material Size

- Live Print Area: 85" W x 27" H

Royal: 60" W x 30" H Coroplast Material Size

- Live Print Area: 57" W x 27" H

Tail: 50" W x 17" H Coroplast Material Size

- Live Print Area: 47" W x 14" H

Interiors: 28" W x 11" H Styrene Material Size

- Printed on .030 Styrene (1/32" thickness)
- Live Print Area: 28" W x 9.5" H

Advertisements should be delivered to: PVTA Garage, Attn: Brandy, Advertising Dept.

Springfield Garage
665 Cottage Street
Springfield, MA 01104

Northampton Garage
54 Industrial Drive
Northampton, MA 01060

UMass Amherst Garage
255 Governor's Drive
Amherst, MA 01003