



## Advertising Frequently Asked Questions

➤ **What different size advertisements are available?**

- ❖ Side of Bus:
  - King 144”W x 30”H
  - Queen 108”W x 30”H
  - Princess 88”W x 30”H
  - Royal 60”W x 30”H
- ❖ Back of Bus:
  - Tail 50”W x 17”H
- ❖ Inside Bus:
  - Interior 28”W x 11”H
- ❖ Bus Wrap

➤ **Who makes the advertisements?**

The Advertiser is responsible for providing the printed/mounted advertisements to PVTA. For a list of production vendors, email [advertising@pvta.com](mailto:advertising@pvta.com).

➤ **How many signs does the advertising rate cover?**

Advertising rates listed are net cost and are per (1) advertisement frame on one (1) side of the bus.

➤ **Are advertising rates the same for all garages?**

Yes. Rates are the same no matter which garage your advertisement runs out of.

➤ **Does PVTA offer a discount to non-profit organizations?**

Yes. PVTA offers a 5% discount off the advertised rates listed on the Advertising Rate and Material Specification sheet to non-profit organizations. Non-profit discount does not apply to discounted rates and only applies to the non-profit organization. Discount does not apply to advertising/marketing agencies.

➤ **How long do advertisements run for?**

Advertisement run times can vary from weeks, months, or years. Advertising rates are listed per sign for one (1) month and can start on any day of the month.

➤ **Can I advertise out of more than one PVTA garage (Springfield, Northampton, and Amherst)?**

Yes. The advertiser is responsible for having signs delivered to each PVTA garage location.

- **Can I choose the bus route my advertisement runs on?**  
No. PVTA buses are not assigned to a specific route and change on a daily basis. Advertisers may check the route their advertisement is operating on for the current day by visiting [www.pvta.com](http://www.pvta.com) and clicking *find your bus*. PVTA is not responsible for tracking advertisements.
- **Can I advertise in specific cities/towns?**  
Advertisers are able to target cities and towns based upon the PVTA garage the advertisement will run out of; Springfield area garage, Northampton area garage, & UMass Amherst area garage.
- **Does PVTA offer any other types of advertising (shelters, benches, paratransit vehicles)?**  
No. PVTA only offers advertising on the exterior & interior of buses.
- **What material do advertisements need to be made of?**  
All exterior advertisements need to arrive at PVTA's garage printed/mounted on one piece of Coroplast material. Interior advertisements need to be printed on .030 styrene.
- **Does PVTA accept vinyl advertisements?**  
No. All PVTA exterior advertisements need to be printed or direct mounted on one piece of Coroplast material.
- **Where can I find advertising rate information?**  
Rates can be found on PVTA's Advertising Rate & Material Specification sheet.
- **Where can I find advertisement material & size specifications?**  
Material & size specifications can be found on PVTA's Advertising Rate & Material Specification sheet.
- **What is the live print area?**  
Advertisement frames cover 1.25" on all sides of exterior advertisements. Interior frames cover 0.5" on top and bottom of advertisements.
- **Where can I find Showing Information?**  
Showings can be found on PVTA's Showings & Service Area Information sheet.
- **Where can I find Impression Data?**  
For information on Impressions, email [advertising@pvta.com](mailto:advertising@pvta.com).
- **How soon prior to the start of my contract should advertisements be delivered?**  
Advertisements must arrive at proper PVTA garage facility at least two (2) weeks prior to contract start date.

➤ **What is the delivery address for advertisements?**

The address of the PVTA garage your advertisement(s) should be delivered to is listed on your PVTA Advertising Contract. All Ads should be delivered to Attn: Brandy, Advertising (Contract #).

- Springfield Area Garage: 665 Cottage Street, Springfield, MA 01104
- Northampton Area Garage: 54 Industrial Dr., Northampton, MA 01060
- UMass Amherst Area Garage: 255 Governor's Dr., Amherst, MA 01003

➤ **Is there specific information I need to include when delivering the advertisement?**

Yes. Whether advertisement is mailed or hand delivered, PVTA's contract number from your PVTA advertising contract must be listed on delivery packaging or on the back of advertisement(s).

➤ **What happens if my advertisement gets delivered to the wrong garage?**

Contact PVTA's Advertising Manager to make arrangements to get advertisement(s) to the proper garage.

➤ **My advertisement(s) arrived late, am I able to make up for any missed run time?**

Loss of run time due to creative delays or delivery issues may be made up if space permits. Advertiser is responsible for making sure advertisement(s) arrive at proper PVTA garage facility by due date listed on PVTA advertising contract.

➤ **Can I have my advertisements back?**

Yes. PVTA will hold advertisements for a maximum of 30 days from the end date on the contract. Advertiser is responsible for picking up advertisements within that 30 day period. Any advertisements not picked up within 30 days of contract end date will be disposed of.

➤ **Can I advertise this?**

Advertising regulations can be found on PVTA's Guidelines Regulating Advertising sheet. Content is subject to PVTA's approval.

➤ **How much notice do I need to give PVTA to place an advertisement on a bus?**

The more notice you give PVTA that you want to advertise, the better, to ensure space is available.

➤ **How much notice do I need to give PVTA to cancel my advertising contract?**

A minimum of 30-days notice is required to cancel an advertising contract.

➤ **Does PVTA hold advertising space for advertisers?**

PVTA may temporarily hold space as a courtesy but advertising space is not guaranteed until there is a signed contract between the Advertising Manager

and the Advertiser. Advertising space is filled by a signed PVTA Advertising Contract on a first come first serve basis.

➤ **When will I be invoiced?**

Invoices are mailed out on a monthly basis. The first billing cycle will be after your first month of advertising.

➤ **Who do I contact if I have a question about payment, billing or invoices?**

PVTA's General Accountant, Matthew Bartlett, at 413-732-6248 ext. 239 or [mbartlett@pvta.com](mailto:mbartlett@pvta.com)

➤ **Are there a minimum number of advertisements to run?**

No. Advertiser's can run as many or as few advertisements as they choose, space permitting.

➤ **How do I know my advertisement is installed and running?**

PVTA will send a photo of your installed advertisement during the first two (2) weeks of your contract start date.

➤ **Can I change my advertising creative during my contract?**

Yes. There is a charge of \$5 per sign for all creative changes.

➤ **What is the next step?**

- Determine your budget
- Contact PVTA to check availability of advertisement space
- Obtain production costs from advertising vendor
- Determine size, quantity, and number of months to run advertisement(s)
- Contact PVTA to draw up contract
- Send art to production facility and have Coroplast or Styrene advertisements delivered to proper PVTA Garage facility (address listed on advertising contract)
- Return signed contract to PVTA
- Advertisements will be installed in accordance with start date on contract
- A proof of performance photo will be emailed to you

For more information contact:  
Pioneer Valley Transit Authority  
Advertising Manager: Brandy Pelletier  
413-732-6248 x2201  
[advertising@pvta.com](mailto:advertising@pvta.com)