WHAT is ART?

ART, Anaheim Resort Transportation, is the preferred transportation service within the Anaheim Resort™ and has been offering quality, safe and convenient transportation in the Anaheim Resort for nearly 15 years. ART has a reputation for superior customer service and is highly recommended as an easy, safe and affordable way to get around the Anaheim Resort™ and beyond.

- ART transports over 9 million guests annually between the Anaheim Resort™ and beyond.
- The ART fleet is made up of 81 buses dedicated to different services within the Anaheim Resort™.
- 43 buses are committed to the CORE ART system and have become an ideal advertising vehicle to reach patrons who use the ART service, as well as those who see the buses on The Anaheim Resort’s™ busy streets.

The CORE ART systems transports over 4 million guests annually and provides daily service between 70+ local hotels, the Disneyland Resort, Anaheim Convention Center, Anaheim GardenWalk, Anaheim Stadium, Honda Center, ARTIC (Anaheim Regional Transportation Intermodal Center) and Downtown Anaheim in the City of Anaheim. ART also provides daily services to Knott’s Berry Farm, Medieval Times, Pirate’s Dinner Adventure, and provides access to businesses along Beach Blvd. in the City of Buena Park. Daily scheduled service also includes MainPlace Mall, Bowers Museum and Downtown Santa Ana, in the City of Santa Ana. Service also extends to the Outlets at Orange in the city of Orange and lines extend into the Resort area of Garden Grove. Costa Mesa Hotels and South Coast Plaza are also covered with a bidirectional service to the Disneyland Resort and outbound service to South Coast Plaza.

On the following pages you will find detailed information on advertising opportunities available within the ART system. The opportunities are designed to fit a variety of budgets and present your message in a variety of creative ways to this valuable audience.
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**TAIL WRAPS**

**Full Bus Tail Wrap – No Window**

The advertising cost is $1,500 net per month per bus. We would prefer a minimum 3-month commitment.

**Equipment availability:**
- Full Tail wrap no window
  - Production Cost: $1000.00
- Full Tail wrap w/ window
  - Production Cost: $1100.00

**Partial Bus Tail Wrap – Billboard ad**

The advertising cost is $700 net per month per bus. We would prefer a minimum 3-month commitment.

**Equipment availability:**
- Tail wrap partial billboard
  - Production Cost: $500 ea.
**TAIL WRAP SPECS**

**Full Bus Tail Wrap** – can include window or no Window

**Partial Bus Tail Wrap** – Billboard ad

No Window ad size is 28”X60”

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**Tail Wraps** are installed on the 32’ Starcraft bus or 32’ Entourage bus. The 32’ buses can carry 27 passengers seated and up to 50 passengers with standers. AI templates will provided upon signed agreement. Artwork is only accepted in Illustrator or Photoshop files using the provided bus template from Anaheim Resort Transportation.
Full Bus Wrap

The new ART brand design permits messaging on the sides of the buses, including windows while maintaining a strong Anaheim Resort branding presence.

The advertising cost for a full wrap is $2,700 per month per 32-foot bus.
Full Bus Wrap SPECS

Full wraps are typically installed on the 32’ Starcraft bus or 32’ Entourage bus. All ART buses are transit vehicles and allow for standing passengers.

AI templates will provided upon signed agreement. Artwork is only accepted in Illustrator or Photoshop files using the provided bus template from Anaheim Resort Transportation.

### Bus Equipment List

<table>
<thead>
<tr>
<th>Bus Type</th>
<th>Passengers Seated</th>
<th>Passengers incl. standers</th>
<th># of buses in the fleet for advertising</th>
<th>Size of bus</th>
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<tr>
<td>Entourage</td>
<td>27</td>
<td>50</td>
<td>17</td>
<td>33’</td>
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<tr>
<td>Starcraft</td>
<td>27</td>
<td>50</td>
<td>9</td>
<td>32’</td>
</tr>
<tr>
<td>Kodiak</td>
<td>27</td>
<td>50</td>
<td>8</td>
<td>32’</td>
</tr>
<tr>
<td>LNG/Nabi</td>
<td>32</td>
<td>50</td>
<td>8</td>
<td>40’</td>
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</table>

**Equipment availability:**

**Production Costs:**

- **ALL 32’ buses** $5,500 ea
  - Entourage, Starcraft and Kodiak

- **ALL 40’ buses** $6,300 ea
  - LNG, Electric and El Dorado

Please inquire about bus availability.
Approximately 1 million ART passes are sold per year. Passes are printed at various times throughout the year. The cost to advertise on the front of the passes is $.06 per pass. 1, 3, 5 day and TVM passes available. ART will advise at the time of consideration the best pass available to the time of contracting.
ART Pass Specs

1, 3, 5 day Adult or Child and TVM passes are available for advertising. TVM passes are used in 13 Ticket vending machines throughout the resort and will print the type of pass selected at the time of purchase from the ticket machine. 1, 3, and 5 day Adult/Child ART passes are sold throughout the Resort at ART partner hotels. ART can advise at the time of consideration the best pass available at the time of contracting.

Please provide artwork in high res pdf format the live area is 2 1/8” X 2 1/8”. When using any black for type face or graphics please ensure you are using 100% black and not a mix of color.
Rack Cards

Rack cards can be distributed on the buses for $300 per week.
Rack Cards

Rack Card Display - SPEC

- Rack cards are printed and provided by advertiser
  - Deliver cards to 1354 South Anaheim Blvd.** Anaheim, CA 92805
- Maximum size is 4x9 – This can be a card 1 sided, 2 sided, or a brochure.
- Approximately 3,000 pieces are required per week to meet customer demand
- Rack cards are displayed on 43 buses serving the core ART system including routes to Buena Park, Orange, Costa Mesa, and Garden Grove.
**On-board Static Billboards**

Currently 43 buses are capable of taking up to 6 interior advertising billboards. $100 net per billboard, per month a 3-month minimum commitment is requested.
On-board Static Billboards Spec

• 43 buses are capable of taking up to 6 interior advertising billboards.
• $100 net per billboard per month a 3-month minimum commitment is requested
• 11X60 visible space with a ¼ inch bleed
• Image: High Resolution PDF for printing
• If providing panels for installation please provide - Digital print on vinyl decal material applied to 1mm white sintra trimmed to size 60”w x 11”h or similar material.
Visitor Information Brochure

There are 450,000 visitor information brochures distributed in over 70 hotel lobbies within the Anaheim, Orange, Costa Mesa and Buena Park areas. The brochures are also distributed in feeder cities worldwide to travel professionals. A total of 150,000 are distributed in Fall/Winter (November – March) and 300,000 are distributed in Spring/Summer (April – October).

Two middle panels (live area 8 x 9) $13,200
Back panel (live area 4 x 9) $ 8,900
Inside full panel (live area 3 5/8 x 8 5/8) $ 6,000
½ inside panel (3 ½ x 4 ½) $ 4,000
Visitor Information Brochure Specs

Visitor Information Map (Brochure)

- Two middle panels (live area 8 x 9)
- Back panel (live area 4 x 9)
- Inside full panel (live area 3 5/8 x 8 5/8)
- ½ inside panel (live area 3 ½ x 4 ½)

Artwork due approximately September 1st for Fall/Winter print run and March 1st for Summer print run

High resolution pdf suitable for printing
For more information or for further information on these advertising opportunities contact:

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