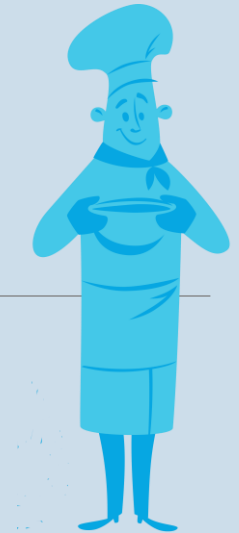


ANAHEIM RESORT TRANSPORTATION ADVERTISING CATALOG

2017 - 2018



the **ART** of connecting the dots



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.



MENU OF OPPORTUNITIES

BUS WRAPS

Tail Wrap

SPECS

Full Bus Wraps

SPECS

Entourage Template

Starcraft Template

LNG/NABI Template

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TAIL WRAPS

Full Bus Tail Wrap – No Window

The advertising cost is \$1,650 net per month per bus. We would prefer a minimum 3-month commitment.

Equipment availability:

- Full Tail wrap no window
- Full Tail wrap w/ window

Production Cost:

\$1000.00
\$1100.00

Partial Bus Tail Wrap – Billboard ad

The advertising cost is \$850 net per month per bus. We would prefer a minimum 3-month commitment.

Equipment availability:

- Tail wrap partial billboard

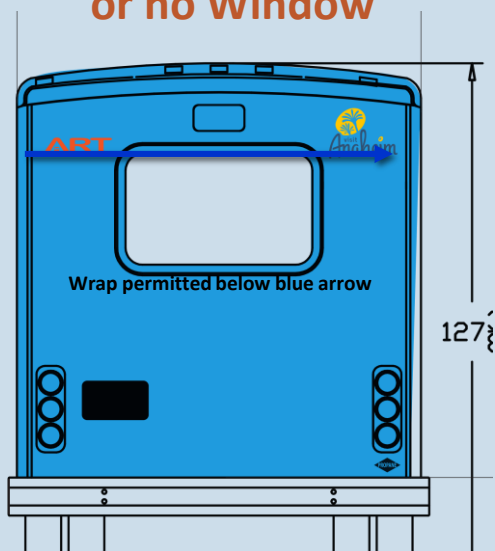
Production Cost:

\$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"



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. All templates will be provided with a 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 \$2,835 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.

All templates will be 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

<u>BUS TYPE</u>	<u>PASSENGERS SEATED</u>	<u>PASSENGERS INCL. STANDERS</u>	<u># OF BUSES IN THE FLEET FOR ADVERTISING</u>	<u>SIZE OF BUS</u>
Entourage	27	50	17	33'
Starcraft	27	50	9	32'
LNG/NABI	32	50	8	40'

Equipment availability: Production Costs:

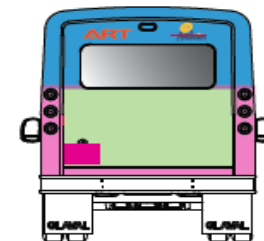
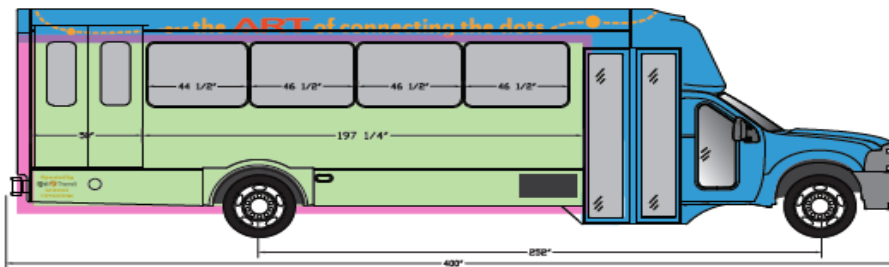
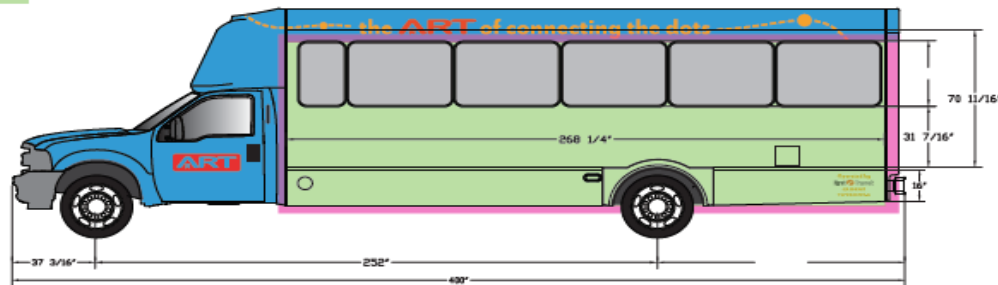
- **ALL 32' buses** \$ 5,500 ea
 - Entourage and Starcraft
- **ALL 40' buses** \$ 6,300 ea
 - LNG and Electric

Please inquire about bus availability

ENTOURAGE 33-FOOT BUS

- Bleed area
- Live wrappable area

Layout provided courtesy of The Graphics Department Inc. Any reproduction or transmission without expressed written consent is prohibited.



Scale: 1:20



800.511.4445

www.thegraphicsdept.com

Client:
Anaheim Resort Transit

File name:
Entourage template 1-20th scale

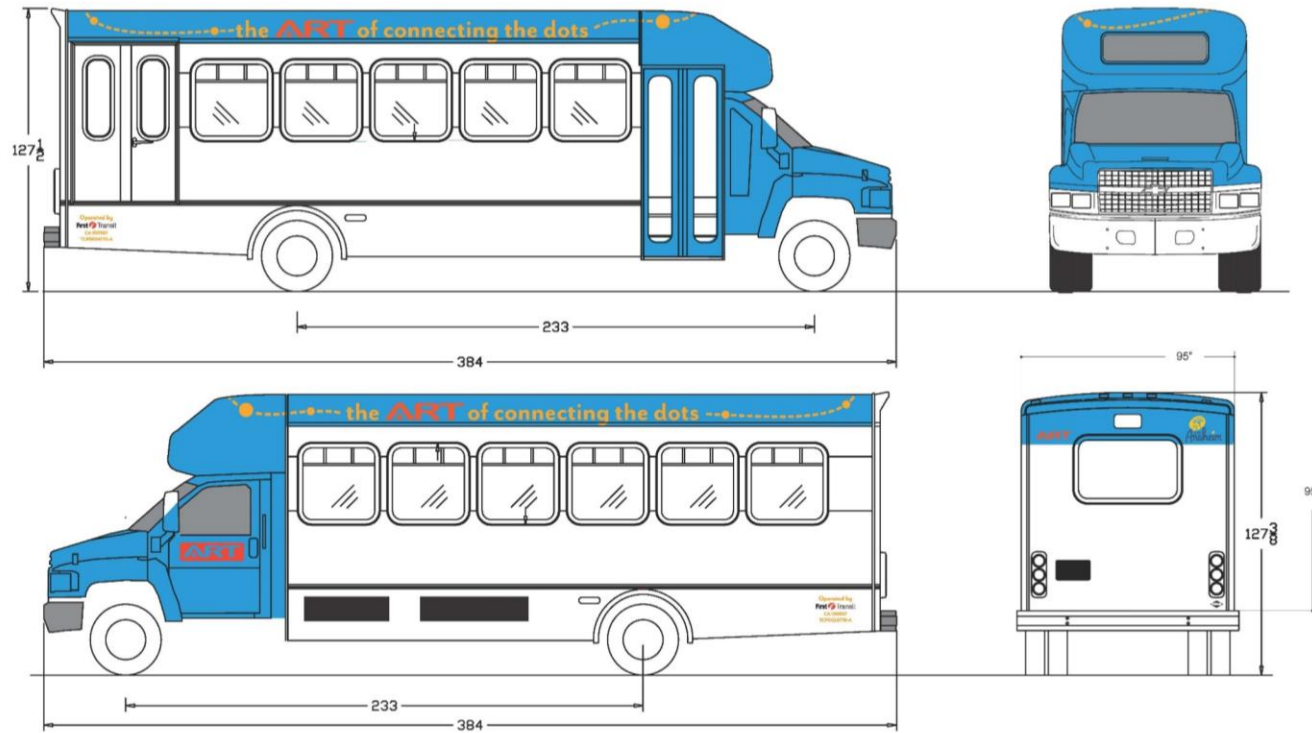
Date:
5/9/2016

This layout is to be used for general placement purposes only. The actual placement of the graphics upon installation may vary depending on body moldings, indentations, door jams, etc... Every effort will be made to install your graphics as close to this layout as possible.

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STARCRAFT 32-FOOT BUS

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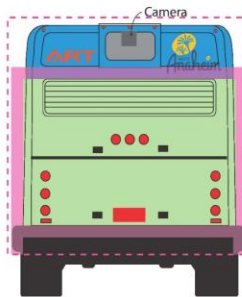
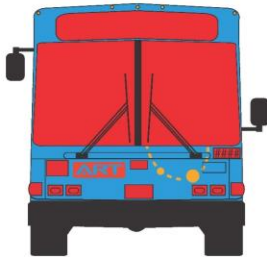
Scale: 1:20

 <p>800.511.4445</p>	<p>www.thegraphicsdept.com</p>	<p>Client: Anaheim Resort Transit</p>	<p>File name: Starcraft template 1-20th scale</p>	<p>Date: 5/9/2016</p>
<p>This layout is to be used for general placement purposes only. The actual placement of the graphics upon installation may vary depending on body moldings, indentations, door jams, etc... Every effort will be made to install your graphics as close to this layout as possible.</p>				

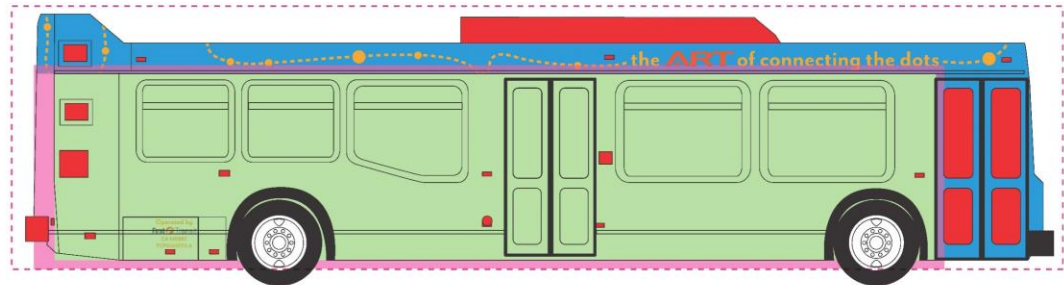
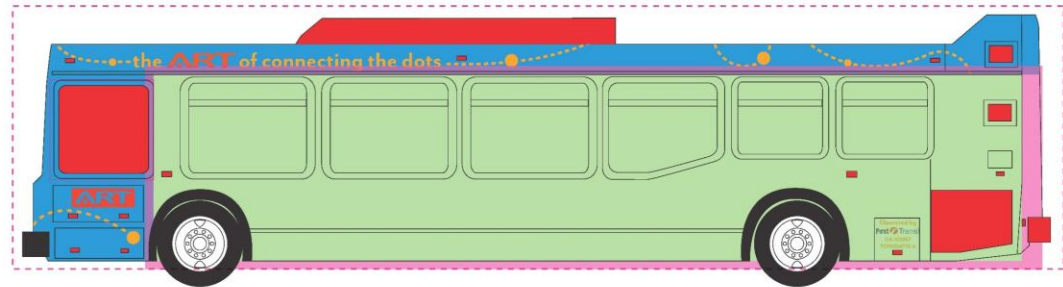
© 2016 The Graphics Dept Inc.

NABI/LNG 40-FOOT BUS

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areas marked in RED or BLACK are not able to be covered
pink box indicates graphic bleed area



Bleed area

Live wrappable area

Do not cover any windows colored in red, gray, or black.



800.511.4445

www.thegraphicsdept.com

Client:
Anaheim Resort Transit

File name:
40' Nabi template 1-10th scale

Date:
5/9/2016

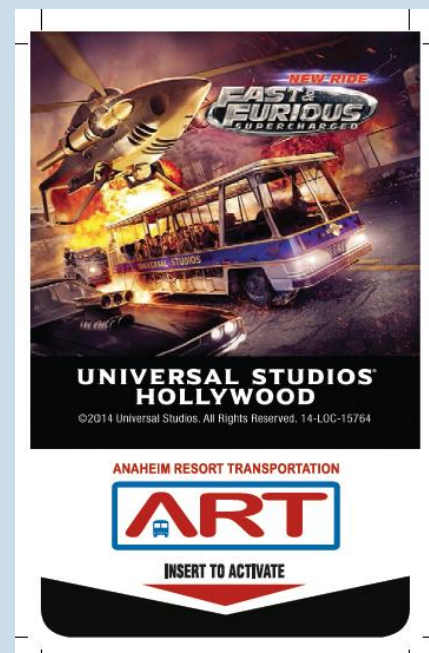
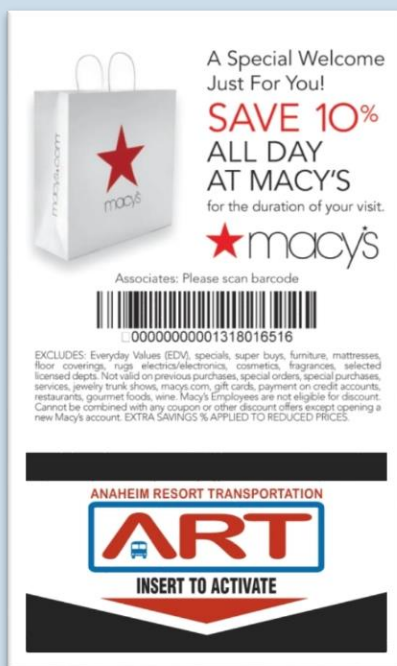
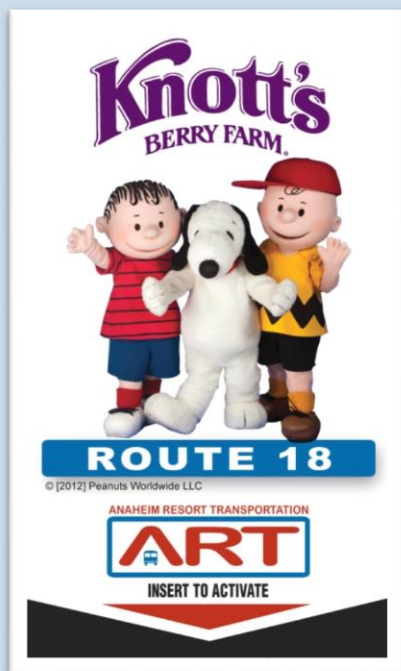
This layout is to be used for general placement purposes only. The actual placement of the graphics upon installation may vary depending on body moldings, indentations, door jams, etc... Every effort will be made to install your graphics as close to this layout as possible.

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ART PASSES

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 \$.07 per pass. 1 day, 3 day, 5 day and TVM passes available. ART will advise at the time of consideration the best pass available at the time of contracting.





ART PASS SPECS

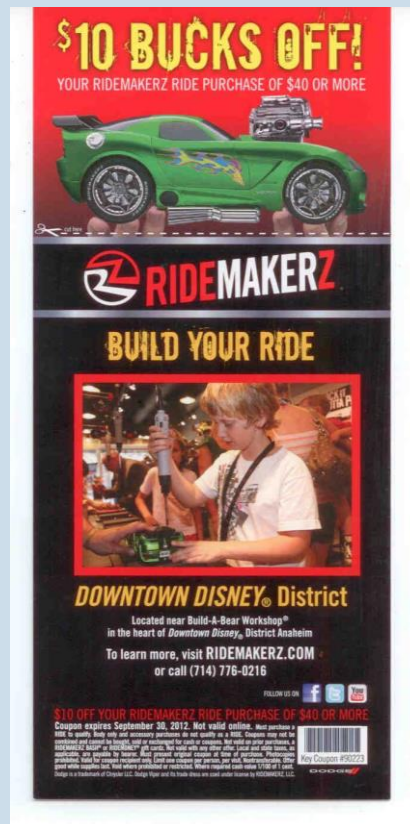
1 day, 3 day, 5 day Adult or Child and TVM passes are available for advertising. TVM passes are used in 13 Ticket Vending Machines throughout The Anaheim Resort. 1 day, 3 day, and 5 day Adult/Child ART passes are sold throughout The Anaheim Resort and at ART partner hotels. ART can advise at the time of consideration the best pass available at the time of contracting.

Please provide artwork in high res pdf format. 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 \$330 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 1 sided or 2 sided card, 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, Santa Ana, and Garden Grove

INTERIOR BUS BILLBOARDS

On-board Static Billboard

Currently 43 buses are capable of taking up to 6 interior advertising billboards

\$125 net per billboard, per month a 3-month minimum commitment is requested





INTERIOR BUS BILLBOARD SPECS

On-board Static Billboards Spec

- 43 buses are capable of taking up to 6 interior advertising billboards
- \$125 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



ON-BOARD VIDEO INFORMATION

Video Assumptions

- One video monitor per bus
- Potential # of minutes of advertising per one-way trip, per bus, is 5 minutes or 33% of the travel time
 - 10 - :30 second spots available per trip
- Total travel of 105 minutes of advertising each day per bus or 4,515 for the entire fleet (9,030 - :30's)
- Each advertiser will receive a minimum of a FULL DAY OF :30 second spots (1 every 15 min. route segment) for \$3 per day, per bus
- Each bus can accommodate up to ten :30 second advertisers per day
- Limited number of :15 second spots will be available at 60% of the cost of a 30 second spot





ON-BOARD VIDEO INFORMATION

On-board Video Sales Criteria

- On-board video advertising is available on 43 buses within the ART fleet. These buses travel on all routes within the ART system
- Ad rates are within the competitive CPM industry standards for opportunities of this type
- Rates based upon \$3 per day for a :30 second video spot resented 21 X on an ART bus
- Maximum :30 second spot sale each day per bus = \$30 per bus per day
- Advertisers will be required to minimally buy a two-week flight on at least 10 ART buses



VISITOR BROCHURE INFORMATION



There are 450,000 visitor information brochures distributed in over 72 hotel lobbies within Anaheim, Orange, Costa Mesa, Santa Ana 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 BROCHURE INFORMATION 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



CONTACT INFORMATION

For more information or for further information on these advertising opportunities contact:

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