Anaheim Resort Transportation (ART) is the preferred transportation service of The Anaheim Resort®, offering safe and convenient, quality public transportation in the city of Anaheim and surrounding areas for over 15 years. ART is proud to provide excellent customer services and reliable environmentally-conscious transport to everyone living, working, or visiting within the greater Anaheim area.

ART transports over **10 million** guests each year

The ART flagship fleet is made up of 83 buses dedicated to the Anaheim Resort®

43 buses operate the core ART system and are ideal vehicles for mass exposure of advertisements viewable by patrons of the service as well as millions of local onlookers

Additionally, ART operates an e-hail microtransit service called FRAN (Free Rides Around the Neighborhood) consisting of 10 all-electric six-passenger vehicles dedicated to CtrCity — the downtown corridor of Anaheim.
WHAT IS ART?

The core ART system transports over 4 million guests each year, providing daily service to:

- 80+ local hotels
- Disneyland® Resort
- Anaheim Convention Center
- Anaheim GardenWalk
- Honda Center
- Angel Stadium
- Downtown Anaheim (CtrCity)
- ARTIC (Anaheim Regional Transportation Intermodal Center)
- Knott’s Berry Farm
- Outlets at Orange
- Pirates Dinner Adventure
- Medieval Times
- and more...

On the pages to follow you will find details describing available advertising opportunities within the ART system that are designed to fit a wide variety of budgets using different creative mediums to reach valuable audiences.
## MENU OF OPPORTUNITIES

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<td>:15 Video Slot</td>
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TAIL WRAPS

Partial Bus Tail Wrap
Billboard Ad

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

Production Cost: $800

Full Bus Tail Wrap

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

Production Cost
No Windows: $1000

Production Cost
with Windows: $1130

See Next Page for Samples & Specs
Vehicle Specs: Tail wraps are offered for Entourage and Starcraft models (they are 32’ long and accommodate 27 seated passengers and up to 50 with standers)

All templates will be provided with a signed agreement. Artwork is only accepted in the Form of Adobe Illustrator or Photoshop files using the bus template provided by ART.
FULL BUS WRAPS

The existing ART wrap design allows for advertisements on the sides of the buses including windows while maintaining a strong Anaheim Resort brand presence.

The advertising cost for a full wrap is $2,835/mo/bus

All templates will be provided with a signed agreement

Artwork will only be accepted in the form of Adobe Illustrator or Photoshop files using the bus template provided by ART
Full wraps are typically installed on the Entourage or Starcraft model buses.

All ART buses are public transit vehicles and allow for standing passengers.

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<th>BUS SIZE</th>
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<tr>
<td>Entourage</td>
<td>27</td>
<td>50</td>
<td>17</td>
<td>32’</td>
</tr>
<tr>
<td>Starcraft</td>
<td>27</td>
<td>50</td>
<td>9</td>
<td>32'</td>
</tr>
</tbody>
</table>

Production Cost: $5,650 (each 32’ bus)

<table>
<thead>
<tr>
<th>MODEL</th>
<th>PASSENGERS SEATED</th>
<th>PASSENGERS INCL. STANDERS</th>
<th>BUSSES AVAILABLE FOR ADVERTISING</th>
<th>BUS SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NABI/BYD Electric/Dorado Low Floor</td>
<td>32</td>
<td>50</td>
<td>8</td>
<td>40’</td>
</tr>
</tbody>
</table>

Production Cost: $6,400 (each 40’ bus)

All templates will be provided with a signed agreement. Artwork is only accepted in the form of Adobe Illustrator or Photoshop files using the bus template provided by ART.
Entourage 32' 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

www.thegraphicsdept.com 800.511.4445


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

©2016 The Graphics Dept Inc.
Starcraft 32' Bus

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

Scale: 1:20

This layout is to be used for general placement purposes only. The actual placement of the graphics upon installation may vary depending on body noddings, indentations, door jams, etc... Every effort will be made to install your graphics as close to this layout as possible.
NABI/LNG 40' Bus

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

Bleed area
Live wrappable area

Areas marked in RED or BLACK are not able to be covered.
Pink box indicates graphic bleed area.

Do not cover any windows colored in red, gray, or black.
Approximately 1 million ART passes are sold each year. They are printed frequently throughout the year. The cost of advertising on the front of the passes is $.07 per pass.

1-, 3- and 5-day passes are available in addition to TVM passes. ART will advise as to the best available pass at the time of contracting.
ART PASS DETAILS

• All physical ART bus passes are available for advertising
  • 1-, 3-, and 5-day Adult or Child ART passes are sold throughout The Anaheim Resort® and at ART partner hotels
  • TVM (Ticket Vending Machine) passes are used in 13 machines throughout The Anaheim Resort®

• Artwork must be submitted in a high resolution press quality PDF format
  • Live area is 2-1/8” x 2-1/8”
  • Any black typeface or graphics need to be 100% black not mixed with any another color
RACK CARDS

Rack cards can be stocked on-board ART buses for $330 per week. They are displayed on 43 buses serving the core ART system including routes to Buena Park and Orange.

- Rack cards are printed and provided by the advertiser
  - Please deliver to 1354 S Anaheim Blvd, Anaheim, CA 92805

- Rack card requirements:
  - Max size = 4" x 9" (can be single or double sided, or a brochure)
  - Approx. 3,000 pieces are required per week to meet customer demand
RACK CARD DETAILS

• Rack cards are printed and provided by the advertiser
  • Please deliver to 1354 S Anaheim Blvd, Anaheim, CA 92805

• Rack card requirements:
  • Max size = 4" x 9" (can be single or double sided, or a brochure)
  • Approx. 3,000 pieces are required per week to meet customer demand
Currently 43 buses are capable of displaying up to six interior advertising billboards

Cost: $125 net per billboard  |  A 3-month minimum commitment is requested
BILLBOARD DETAILS

• On-board billboard ad panels are 11” x 60” in size
  • Please use a ¼” bleed for live art elements and text
  • Only submit a high resolution press quality PDF

• If providing finished billboard ad panels for installation:
  • Please digital print on vinyl decal material applied to 1mm white sintra or similar material trimmed to size (11” H x 60” W)
ON-BOARD VIDEO

- On-board video advertising is available on 43 buses serving core ART service

- Video/Infotainment System Details:
  - Each bus is equipped with 27” monitors
  - Ten :30 spots are available per trip
  - Total travel of 105min of advertising each day per bus
  - Each advertising will receive a full day of :30 spots (one every 15min route segment) for $3/day/bus
  - There is a limited number of :15 spots available—please inquire for pricing

- Advertisers are required to buy a two-week flight on at least ten ART buses equivalent to $420 net
There are 450,000 visitor brochures distributed in over 70 hotel lobbies within Anaheim, Orange, 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 season (November – March) and 300,000 in the Spring/Summer (April – October).

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Live Area</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Middle Panels</td>
<td>8” x 9”</td>
<td>$13,200</td>
</tr>
<tr>
<td>1 Back Panel</td>
<td>4” x 9”</td>
<td>$8,900</td>
</tr>
<tr>
<td>1 Inside Full Panel</td>
<td>3-5/8&quot; x 3-5/8”</td>
<td>$6,000</td>
</tr>
<tr>
<td>½ Inside Panel</td>
<td>3-1/2&quot; x 4-1/2”</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

Artwork is due around September 1st for the Fall/Winter print and March 1st for the Spring/Summer print. Files must be submitted in a press quality format.
CONTACT INFORMATION

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Director of Brand Awareness & Business Development (714) 563-5287