



annual meeting
MARCH 25-29, 2022 • BOSTON, MA
Official Exhibitor Supplier



Shuttle Bus Advertising

Amplify Your Brand and Message Exposure

**With Professionally Produced Custom Shuttle Bus Graphics
at AAD's Annual Meeting, March 25-29, 2022, in Boston. MA.**

Reach your prospects as they enter and exit the convention center, & ride buses to and from hotels.

Choose from a variety of options that fit every budget.

Available on one or multiple buses.

Full Side Wrap

The Full Side Wrap offers tremendous exposure, with graphics placed on both full sides of the bus. Price includes production, shipping, installation and removal.

Full Side Wrap

Approx. 42 feet long x 9.25 feet high

Price: \$29,500 per bus



Lower Half Wrap

Exterior graphic ads customized with advertiser's artwork are placed across the length of both sides of the bus below the windows, offering significant exposure to attendees. Price includes production, shipping, installation and removal.

Lower Half Wrap

Approx. 40 feet long x 5.5 feet high

Price: \$19,250 per bus

King Kong Exterior Graphic

King Kong Exterior Graphic ads customized with advertiser's artwork are placed on both sides of the bus, centered from top to bottom. Price includes production, shipping, installation and removal.

King Kong Graphic

Approx. 20 feet long x 9.25 feet high

Price: \$19,800 per bus



AAD Shuttle Bus Graphic Options - Continued

Extended Queen Graphic

The Extended Queen Graphic customized with advertiser's artwork, is placed in the center of both sides of the bus and extends to the sides above the wheel wells. Price includes production, shipping, installation and removal.

Extended Queen Graphic

Approx. 36 wide x 5.5 feet high

Price: \$17,150 per bus



Exterior Window Graphic

Exterior Window Graphic ads customized with advertiser's artwork are placed on each side window on both sides of bus, providing excellent exposure. Price includes production, shipping, installation and removal.

Exterior Window graphic

Approx. 40 feet long x 40 inches high

Price: \$11,650 per bus

Exterior Rear Graphic

The Exterior Rear Graphic customized with advertiser's artwork, is placed on the rear of the bus for added exposure. Price includes production, shipping, installation and removal. **NOTE:** Available only as an add-on to another exterior graphic purchase.

Rear Graphic: (Larger size this year. Height extended by one foot)

Approx. 8 feet wide x 4 feet high

Price: \$2,150 per bus



AAD Shuttle Bus Graphic Options - Continued



Interior Headrest Covers

Seat covers customized with advertiser's artwork on both sides of each seat head rest cover for maximum exposure to bus riders. Price includes production, shipping, installation and removal.

Headrest Covers:

Two sides. Full color process printing.
12" x 12" inch print area. 55 per bus.
Price: \$3,250 per bus

Interior Window Banners

Interior Window Banner ads customized with advertiser's artwork are placed on each side window on both sides (10 per bus) for maximum exposure to bus riders. Price includes production, shipping, installation and removal.

Interior Window Banners

60 inches wide/48 inches live width x 8 inches high
Price: \$3,750 per bus



AAD Shuttle Bus Graphics Insertion Order

AAD'S ANNUAL MEETING 2022

Please complete the following information:

Advertiser: _____

Agency (if applicable): _____

Contact Name: _____

Billing Address: _____

Phone: _____ E-mail: _____

Per Bus Advertising Rates - Total Bus inventory = 21

<i>Exterior Graphics are on both sides of bus</i>	Bus Quantity		Price		Total per line
Full Side Wrap (Approx. 42' long x 9.25' high)		X	\$29,500	=	
Lower Half Wrap (Approx. 42 feet long x 5.5' high)		X	\$19,250	=	
King Kong Graphic (Approx. 20' long x 9.25' high)		X	\$19,800	=	
Extended Queen Graphic (Approx. 36 feet long x 5.5' high)		X	\$17,150	=	
Exterior Window Graphics (Approx. 40' long x 40" high)		X	\$11,650	=	
Interior Window Graphics (Approx. 5' long x 8" high, 8-10 count)		X	\$3,750	=	
Exterior Rear Graphic (Approx. 8' wide, 4' high) **		X	\$2,150	=	
Seat Headrest Covers - 55 per bus (12" X 12" print area) Front/Rear Print		X	\$3,250	=	
One-time Licensure Fee		X	\$2,500	=	\$2,500

**** Rear only available as an add-on to another exterior graphic purchase Total Advertising Costs \$ _____**

PLEASE NOTE:

All Artwork is due by Feb 11, 2022. Please send signed insertion order by email to Lisa.Lanna@NewsdayCommunications.com. **A 50% deposit is due with insertion order. The balance of payment is due on Jan 17, 2022. A 30% late fee may apply to orders OR artwork received after Feb 11. Artwork will not be printed until full payment is received.**

All advertising is subject to approval by AAD.

Note that we cannot guarantee that graphics will be applied to a plain white or black bus. Often bus suppliers have their own branding on the buses that may be visible below or to the right and left of graphics applied to buses. We will make a best effort to apply graphics in a way that any bus company graphics do not interfere with artwork. Proofs on a standard template will be provided to advertiser in advance for approval but final product may differ slightly and bus type shown on proof is subject to change. Refunds will not be issued for imperfections in printing or installation that are beyond our control.

Cancellations:

If the meeting is cancelled for any reason, the following refund schedule will apply:

- Meeting cancelled before December 24, advertiser will receive a full refund.
- Meeting cancelled after December 24, advertiser will receive a 80% refund.
- Meeting cancelled after graphics are printed, advertiser will receive a 60% refund.

If the meeting takes place but advertiser decides to cancel their order, the following refund schedule will apply:

- Advertiser cancels before December 24, advertiser will receive a 75% refund.
- Advertiser cancels after December 24, advertiser will receive a 50% refund.
- Advertiser cancels after graphics are printed, advertiser will receive a 25% refund.

Graphics will not be printed before April 25, 2022.

I have read and agree to the above terms and requirements.

Print Name _____

Authorized Advertiser/Agency Signature and Title _____

PO# (if necessary) _____

Date: _____

Please send insertion orders and questions to:

Lisa Lanna | Newsday Communications | Attn: AAD Annual Meeting 2022

Phone: 202-365-6688 — Lisa.Lanna@NewsdayCommunications.com

Newsday Communications is the official shuttle bus graphics/shuttle video production

AAD Shuttle Bus Graphics Design Requirements

Design Requirements for Shuttle Bus Graphics Files Due Feb 11, 2022

DIGITAL ARTWORK REQUIREMENTS: (A bus template will be provided for design)

PREFERRED FORMATS:

- MOST PREFERRED: Adobe Illustrator CC (.ai/.eps), or layered Photoshop files (.psd/.psb)
- If necessary, we can accept InDesign (.indd/.idml) packaged with supporting files
- Raster images – 72 DPI CREATED AT FINAL SIZE (100%)

NOTES FOR SPECIFIC PROGRAMS

- Use the PACKAGING option in Adobe InDesign
- Work in 1:10 scale for Illustrator
- Work in 1:1 scale for Photoshop (if possible)
- Keep all layers, keep all paths in Photoshop
- Embed your image and vector. DO NOT leave them linked or in the CC Library (All Adobe programs)
- Be sure to have at least 1.5 " of bleed all around

COLORS:

- All files should be set up as a CMYK document
- Provide all the Pantone values for important colors that may be integral to your branding (logos, taglines, etc.)

FONTS:

- Convert all your text to outlines or shapes depending on which program is being used
- When using Photoshop select text layers and convert to shape
- IF you don't outline fonts, please, include all of them in the folder before sending

DELIVERY:

- Send all files via your file sharing software to lisa.lanna@newsdaycommunications.com.
- **ALSO send low res files of artwork to Lisa Lanna as an attachment (pdf or jpg) to be used for approval by AAD**
- Direct any questions about printing to Lisa Lanna, 202-365-6688, or Lisa.Lanna@NewsdayCommunications.com.

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