



## Santa Cruz METRO Bus Advertising Print Specifications & Vendors

### SIZING

Ad Type	Size	Location
<b>KING</b> (FRAME OR VINYL)	30" X 144"	STREET/DRIVER SIDE
<b>QUEEN</b> (FRAME OR VINYL)	30" X 88"	CURB/PASSENGER LOADING SIDE
<b>TAIL</b> (FRAME OR VINYL)	21" X 72"	BACK/REAR
<b>SMALL TAIL</b> (VINYL ONLY)	12" x 40"	BACK/REAR
<b>MINI TAIL</b> (VINYL ONLY)	EMAIL FOR DETAILS	BACK/REAR
<b>TOP RIM</b> (VINYL ONLY)	EMAIL FOR DETAILS	TOP SIDE RIM PANELS
<b>BIKE RACK</b> (VINYL ONLY)	EMAIL FOR DETAILS	FRONT BIKE RACK
<b>INTERIOR CAR CARDS</b>	11" x 17"	INTERIOR ADVERTISING
<b>PARACRUZ ADS</b> (VINYL ONLY)	21" X 72"	STREET & CURB SIDE

SANTA CRUZ METRO encourages advertisers to provide their advertisements in both English and Spanish in order to communicate with a broader percentage of the population.

### SPECIFICATIONS

The bus advertisements used on Santa Cruz METRO buses come in two forms, either placed in aluminum frames (framed ads) or onto adhesive vinyl (vinyl ads) applied directly to the vehicle.

#### FRAMED ADS

Framed ads must be printed on 4 mil, FLEXcon BUSmark vinyl or other material approved by METRO, and mounted on 5mm or 6mm one-piece Coroplast. Coroplast must be cut to the exact size of the bus ad frame. All four corners of the framed ad are to be trimmed at a 45° angle. METRO will charge a one-time mounting fee for all framed ads upon installation or when ads are swapped out during the term of the contract.

#### **FRAME AD MOUNTING COSTS**

**KING \$75 PER SIGN\***

**QUEEN \$50 PER SIGN\***

**TAIL \$35 PER SIGN\***

**CAR CARDS \$5 PER SIGN\***

**\*ONE TIME CHARGE AT INSTALL & CAMPAIGN CHANGE**

**VINYL MOUNTING COSTS DETERMINED BY VENDOR**



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### VINYL ADS

Vinyl ads must be printed on adhesive FLEXcon BUSmark vinyl or other material approved by METRO. Mounting costs for vinyl ads should be arranged and paid directly to the print vendor. The vendor will then coordinate with METRO on an installation date.

### **PRINTERS**

Advertisements can be printed from your preferred vendor as long as METRO's print specifications are met. METRO suggested vendors are listed below.

### FRAMED & VINYL ADS

Community Printers  
(831) 426-4682  
[www.comprinters.com](http://www.comprinters.com)

Stokes Signs  
(831) 426-1570  
[www.stokessigns.com](http://www.stokessigns.com)

Catto's Graphics  
(831) 454-9742  
[www.cattosgraphics.com](http://www.cattosgraphics.com)

Santa Cruz Signs  
(831) 337-4467  
[www.santacruzsigns.com](http://www.santacruzsigns.com)

### VINYL ADS

Turbo Images  
(888) 219-8872  
[www.turbo-images.com](http://www.turbo-images.com)

### **AD DELIVERY INSTRUCTIONS**

Advertisements must be delivered to METRO at least ten (10) business days before the contracted campaign start date, at the advertiser's expense.

**SHIP TO:** (Anytime Mon – Fri between 8:00am to 12:00pm and 1:00pm to 4:00pm.)

Santa Cruz METRO Parts Department  
Attn: Advertising, Jess Martinez  
138 Golf Club Drive  
Santa Cruz, CA 95060  
For inquiries, please email [busads@scmtd.com](mailto:busads@scmtd.com)