



**SPCAA-SPARTAN PUBLIC TRANSPORTATION
ADVERTISING INFORMATION**



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Why you should use SPARTAN advertising

Advertising with Spartan is a cost effective way to reach people. You no longer have to wait for your customers to pass by your billboard ad or stumble upon your telephone book ad; we will take your ad to them!

SPARTAN covers 17 counties including: Bailey, Lamb, Hale, Floyd, Motley, Cochran, Hockley, Garza, Crosby, Dickens, King, Yoakum, Terry, Lynn, Scurry, Mitchell and rural Lubbock. We have daily trips into Lubbock, Abilene, and many more!

SPARTAN service hours are Monday-Friday beginning at 6am to 5:30pm. SPC Express runs Monday-Thursday from 6am to 5:30pm with trips to Lubbock and Levelland at least 4 times per day. We currently run about 600 trips per day throughout our region.

**By using SPARTAN
Advertising you can reach
more people with
less money.**

Our Market:

Our services are available to the general public in the 17 counties that we cover. Our market has a wide range of people on our normal service routes. We also have the SPC route which is targeted towards students of SPC and general commuters from Levelland to Lubbock.

Placement:

We place advertisements on a first come first served basis. We allow you to pick the space or the bus that your advertising is placed on based on availability. The following pages explain the different types of advertising opportunities available with SPARTAN.



Advertising Options

Type of Ad	Vehicle	Monthly Cost	Minimum Contract
Full Bus Wrap SPC Express	29 Passenger	\$600	12 months
Full Bus Wrap	21 Passenger	\$500	12 months
Back Wrap	Any	\$200	12 months
Side Wrap	Any	\$400	12 months
11x17 printed ad	SPC bus only	\$50	3 months
Sponsor Free Ride Day	Any	Call for pricing	1 day

***pricing does not include design, installation, or removal of any advertising**

Pricing listed is for rental of the advertising space on a SPARTAN bus—this does not include Graphic Design, Installation, and/or Removal of the advertising. A contract with SPARTAN must be completed prior to the posting of any advertisement. All advertisements must adhere to SPARTAN's Advertising Policy and must be approved by SPARTAN Management prior to the installation. SPARTAN will make every reasonable effort to ensure SPARTAN buses with advertising receive the maximum amount of service hours possible within SPARTAN vehicle maintenance/service procedures. Production, installation, and removal of full bus wraps are estimated at a one-time fee of \$3,000-\$7,000. This fee should be coordinated and paid directly to the business providing this service (fee should include removal if it is a bus wrap). Printing of the 11x17 ad is a one time fee of \$18.00 if you provide the design.



This is our 21 passenger bus. It is 25 feet long.

We have options that will fit your business' needs and budget!



This is our 29 passenger bus. It is 30 feet long. This bus is used mainly for the SPC Routes. It has wi-fi, electric plugs, DVD Player, & reclining seats!

Bus Wrap

Bus wrapping is a cost effective way to turn a SPARTAN Bus into a professional and noticeable travelling billboard. You no longer have to wait for your customers to pass by your billboard ad or stumble upon your telephone book ad; we will take your ad to them!

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SPARTAN service hours are Monday-Friday beginning at 6am-5:30pm. SPC Express runs Monday-Thursday from 6am-5:30pm with trips to Lubbock and Levelland at least 4 times per day.

Our busses travel where the people are. We go to medical facilities, grocery stores, shopping malls, colleges, and other local businesses.

Use SPARTAN and take your advertising to the people!

PERK ALERT! By doing a Bus Wrap we will place a link on our website to your business absolutely free for 12 months!



Full Wrap:

This includes both sides and the back of the bus

Side Wrap:

This includes 1 side of the bus.

Back Wrap:

Only covers the back of the bus.



Free Ride Day

By Sponsoring a Free Ride day it will give you the chance to connect with passengers and there are a few perks too! We will be able to customize your free ride day because it is done by bus so you would be able to pick the location that works best for you! Each passenger that was boarding that bus that day would be greeted and told not to pay because their ride had been sponsored by your business or organization. By sponsoring a free ride day we would allow you to give away advertising materials to each passenger that gets on the bus. This is a great opportunity to give out freebies or information to our passengers. Price varies depending on market chosen (e.g. Plainview, Levelland, Muleshoe, SPC Express, etc).

PERK ALERT! By sponsoring a Free Ride Day you would get an 11x17 ad placed on the SPC Express bus for 1 month FREE (\$68.00 Value)! We would also place a link on our website to your business or organization for 3 months! All you would have to do is provide us with the artwork for the ad we would print and display for free.



11x17 Printed Ad

We have BRAND NEW buses for our SPC express route. This route carries passengers between Lubbock and Levelland at least 4 times a day. These ads would be placed in the bus in a designated space for all of our passengers to see! This is an affordable way to get your advertising out to a lot of people

The 11x17 ad is easy and takes very little time. All you have to do is create the ad and we even take care of everything else. If you do not have an ad and would like one designed for you we can take care of that as well (there is a charge for us to create the artwork).

PERK ALERT! We will place your business or organization's website link on our website free of charge for the duration of the contract. Also, if you sign a 12 month contract you will get 1 month free!



INSIDE BUS ADVERTISING												
Back of Bus	1	2	3	4	5	6	7	8	9	10	11	Front of Bus
	12	13	14	15	16	17	18	19	20	21	22	
<p>*Each ad is 11x17 in Size</p> <p>*You can send us your ready to print ad or we can work and get your ad created (call for pricing if you do not create the ad)</p> <p>*There is a 1 time printing fee for ad at it is 18.00 if you create the ad. It can be (1 color, 2 colors, or full color)</p> <p>*Numbers highlighted in green are the ones currently available</p>												

SPARTAN
Public Transportation

community
Action
PARTNERSHIP
Helping People. Changing Lives.

ADVERTISING THAT IS SIMPLE!

Advertising Policy

Advertising on all SPARTAN vehicles shall comply with this policy. SPARTAN will provide only allotted advertisement space for the specified timeframe as per the official contract signed by SPARTAN and Advertiser. SPARTAN will make every reasonable effort to ensure SPARTAN Buses with advertisements receive the maximum amount of service hours possible within SPARTAN vehicle maintenance/service procedures. SPARTAN Buses cannot be strictly confined to a route/county, however SPARTAN will make every effort possible to ensure SPARTAN buses with advertisements adhere primarily to areas the advertised product, organization, venture, and/or services are available.

Under the Federal Trade Commission Act, advertising must be truthful and non-deceptive, have evidence to back up their claims and cannot be unfair.

All advertising will be respectful and follow community standards of decency as determined by SPARTAN. Advertisements for promotional and commercial purposes will be accepted. Promotional advertising is defined as ‘of or relating to the publicizing of a product, organization, or venture so as to create/increase public awareness’. Commercial advertising is defined as ‘of or relating to economic interests and offers for sales of a product or service making or intending to make a profit’. Religious advertising will be accepted but restricted to a photo pertaining to the religious affiliation, name of church, address, telephone number, and hours of worship.

The following types of advertising will not be accepted:

Advertising that promotes violence, crime, anti-social behavior, and/or any illegal activities

Advertising which violates any federal, state, or local law.

Advertising which is false, misleading or deceptive.

Advertising with obscenities or sexually explicit subject matter.

Advertising promoting alcohol, tobacco, firearms, and/or firearm related products.

SPARTAN will review and approve all proposed advertisements prior to application/installation of bus wrap to ensure compliance with this policy as well as any affect the design may have on operations, maintenance, and safety. In the event that an advertisement is found to not comply with this policy the advertiser may appeal to the SPARTAN Director whose decision will be final.

SPARTAN reserves the right to refuse service at any time with or without cause given.

SPARTAN will at no time assume responsibility for damage caused by bus advertisements.



SPARTAN

Public Transportation



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