



UWYO ROUNDUP ADVERTISING GUIDELINES



GENERAL/MARKET

Interior advertising space is available on the UWYO Roundup buses. The UWYO Roundup provides advertising opportunities to campus departments, student organizations, and external organizations and businesses.

The UWYO Roundup system serves all of the UW campus and a significant area of the Laramie community. Interior displays give you high visibility with a consistent and diverse daily audience. Please visit www.uwyo.edu/roundup for route maps and further route information.

Advertisements are installed in all 12 buses (6 buses that are on route in the summer) that are on route and provide advertisers with an estimated 50,000 impressions per month (35,000 – Wyoming Union & South Express; 10,000 – Campus Commuter; and 5,000 – LaramieLink). Please visit www.uwyo.edu/tps/maps for bus maps and schedules to become familiar with each shuttle route.

PROCESS FOR SECURING ADVERTISING SPACE

1. Email or call to let us know you're interested.
2. Advertising agreement is put into place.
3. Artwork design/review/approval
4. Printing and installation of ads
5. Invoice (includes ad rate, printing and any requested design fees)

RATES

	Week	Month	Semester*	Summer**
University Affiliated Departments and RSO's	\$42.00	\$168.00	\$600.00	\$225.00
Non-University Affiliated	\$60.00	\$240.00	\$860.00	\$322.50

*Semester contracts run 1/1 - 5/15 and 8/15 - 12/31. **Summer contracts run 5/15 - 8/15.

Please note that week contracts run Monday - Friday to comply with weekend installation/removal of ads.

Price includes the installation, run time and removal of one ad on each of our 12 buses for the duration outlined above. Advertising on individual routes is not available.

Printing fees are in addition to the rates provided above.

Creative copy for semester and summer long advertising agreements may be replaced/changed out at no additional cost but only once per month. Changing out advertisements must coincide with scheduled install/removal days (see "critical dates" section of this document). Additional printing costs will apply for new signage.

SIGNAGE PLACEMENT/SPECIFICATIONS

Exact placement of the ad within the UWYO Roundup buses cannot be guaranteed; however, if two ads are placed in a single bus, every effort will be made to place them at opposite ends.

Advertisers are responsible for the design of their advertisements. Design services are available for an additional charge of \$40* per ad design (*subject to change depending on complexity of ad). Be aware of the readability of the text on your ad. We suggest that you do not use smaller than 40 pt. type.

Final digital ad copy must be a high-resolution pdf file or similar vector graphic:

- Ads must be sized 10.5" (H) X 22" (W)
- Ads must be at least 300 dpi

To save advertisers time and ensure printing is done that meets installation requirements, TPS coordinates the printing of the ad and will include these charges on your final invoice. Due to the mounting and installation process, ads cannot be returned to the advertiser following the completion of the advertising contract.

ARTWORK REVIEW AND APPROVAL

Advertisers opting to design their own ad must submit a low-resolution pdf to TPS of their proposed artwork for review/approval. Draft artwork should be submitted to tps@uwyo.edu at least two weeks before the ad start date. TPS will review the proof within two business days of submission.

Advertisers opting to use the design services of Auxiliary Services will be sent artwork for approval. Once approved by the advertiser, TPS will review/approve.

CRITICAL DATES

Final designs should be sent to tps@uwyo.edu in an approved format and by the date outlined below (depending on the length of the contract):

- Week contract: Final design sent by the Monday before run date
- Month contract: Final design sent by the 23rd of the month before run date
- Fall semester contract (8/15 - 12/31): Final design sent by the 7th of August
- Spring semester contract (1/1 - 5/15): Final design sent by the 23rd of December
- Summer contract (5/15 - 8/15): Final design sent by the 7th of May

Ads will be installed/removed during the closest weekend to the beginning or end of the month.

Ads are only installed over the weekends. If final designs are not sent on time, they cannot be installed until the next scheduled installation date.

If there is a request to remove an ad prior to the expiration date on the reservation, no refunds will be given for the time that the ads were not displayed.

PAYMENT

Advertisers will be invoiced by TPS after the ad is posted. Advertisers will have 30 days from the invoice date to make payment. Payment may be made by cash or check. University departments may use an IDR for payment.

Invoices will include the base cost of the ad space plus the printing costs of each ad. If applicable, design charges will be included on the invoice as well.

POLICIES

TPS reserves the right to reject any ideas deemed inappropriate. Although not exhaustive, the following are examples of advertisements that will not be accepted:

- Advertisements which are detrimental or damaging to the University
- Advertisements that harass or promote discrimination based on an individual's race, color, national origin, age, sex, religion, disability, veterans' status, sexual orientation, gender identity or gender expression
- Advertisements that contain personal, biased, slanderous or discriminatory content
- Advertisements that contain the University's logos or trademarks without permission
- Advertisements for the sale of alcohol, tobacco and/or firearms
- Advertisements that are gratuitously sexual or violent in nature
- Advertisements that promote any illegal activity
- Advertisements that advocate positions of public concern

The University of Wyoming and TPS are not responsible for any vandalism done to the advertisements. Vandalized cards can be replaced free of charge, printing charges do apply.

TPS will attempt to display advertisements on all 12 buses on route; however, due to maintenance and other unscheduled events, there may be times when there are temporary lapses when support buses may be on route that do not contain your advertisement. TPS will make every effort to switch the advertisements when a bus is taken off route for a long period of time.

Fees, rates and policies are subject to change without notice.

Contact us today to begin advertising on the UWYO Roundup! We are open from 7:30 a.m. to 5:00 p.m. on university business days.

Transit & Parking Services
Wyoming Hall, Room 340
1000 E. University Ave, Dept. 4313
Laramie, WY 82071
307-766-9800
tps@uwyo.edu



UNIVERSITY
OF WYOMING

TRANSIT & PARKING SERVICES