

CAMPUS ADVERTISING MEDIA KIT



RUTGERS

THE STATE UNIVERSITY
OF NEW JERSEY



CAMPUS FACTS + FIGURES

Rutgers Bus System is the largest university transportation system in the country. In addition, Rutgers University is among the most ethnically diverse campuses in both the nation and the Big Ten. When you choose to advertise in the Rutgers University transit system, you get access like non other to an incredibly wide swath of the coveted college demographic. Check out some of the facts and figures, and contact us today to advertise!

NEW BRUNSWICK

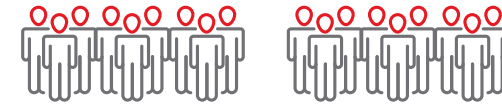
- Total Enrollment: Approx. 50,200 students, including Rutgers Biomedical and Health Sciences (RBHS)
- 60 buses in the fleet
- 70,000 daily bus riders
- 54% women and 46% men
- Students come from all 21 New Jersey counties

NEWARK

- Total Enrollment: Approx. 13,600 students
- 7 buses in the fleet
- 9,000 daily bus riders
- 54% women and 46% men
- Students come from all 21 New Jersey counties

CAMDEN

- Total Enrollment: Approx. 7,200 students
- 3 buses in the fleet
- 6,000 daily bus riders
- 54% women and 46% men
- Students come from all 21 New Jersey counties



CAPTIVE AUDIENCE

51,200 Undergraduate Students
19,800 Graduate Students

COVETED DEMOGRAPHICS

21 million+ annual visitors to faculty practices, centers, clinics, and institutes

LARGEST UNIVERSITY TRANSIT

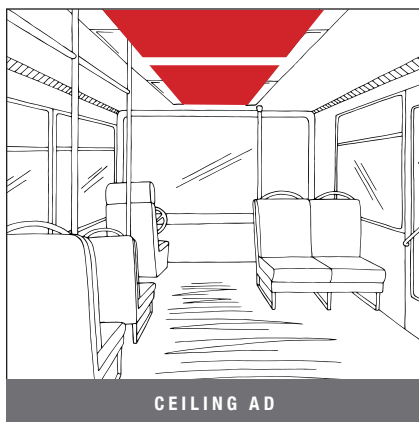
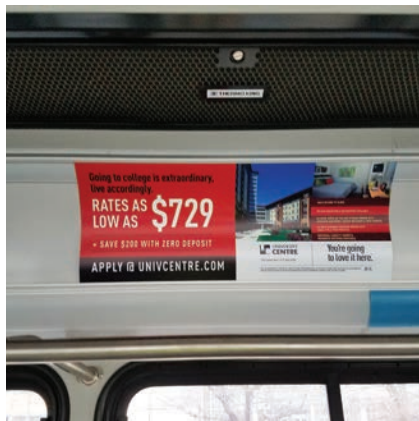


25,550,000
Annual Bus Ridership



NEW BRUNSWICK RATE CARD

Rutgers University Community Transit (The Bus) offers a variety of interior advertising options that allow advertisers to reach the highly sought after student demographic with bold messaging while they are a captive audience on the buses.



+ INTERIOR SIGN

FULL FLEET ANNUAL PACKAGE

2 CARDS/BUS, 3 MONTHS FREE \$13.00/CARD/MO

FULL FLEET A LA CARTE PACKAGE

1 CARD/BUS \$26/CARD/MO

+ CEILING AD

PER MONTH W/ PURCHASE OF A PACKAGE

1 A LA CARTE AD \$50/AD/BUS

*Interior Sign size: 11"H x 28"W • Ceiling Ad size: 24"H x 31"W
 Interior Card Printing: \$20/card • Ceiling Card Printing: \$75/card Free
 Installation • Packages include full New Brunswick Fleet
 Max. of 4 Ceiling Ads/Bus (only available with the purchase of a package)*



NEW BRUNSWICK CAMPUS NETWORK



55,000 Daily
Bus Riders



60
Buses



Captive
audience
for 5-30
minutes



Millions of
Impressions
Served



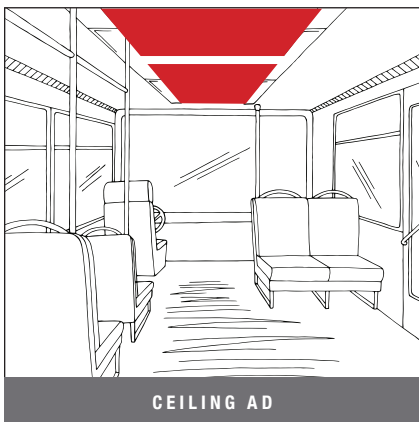
- Legend:**
- Bus route
 - Bus stop
 - Bus transfer point

- Routes:**
- A** College Avenue - Busch
 - B** Livingston - Busch
 - C** Busch Commuter Shuttle
 - EE** College Avenue - Cook/Douglass
 - F** College Avenue - Cook/Douglass
 - H** College Avenue - Busch
 - LX** College Avenue - Livingston
 - REXB** Douglass - Busch
 - REXL** Douglass - Livingston

*B-HE travels the same route as B, but in the opposite direction, and stops at Busch-Livingston Health Center.

NEWARK RATE CARD

Rutgers University Community Transit (The Bus) offers a variety of interior advertising options that allow advertisers to reach the highly sought after student demographic with bold messaging while they are a captive audience on the buses.



+ INTERIOR SIGN

FULL FLEET ANNUAL PACKAGE (INCLUDES NB FLEET)

2 CARDS/BUS, 3 MONTHS FREE

\$13.00/CARD/MO

FULL FLEET A LA CARTE PACKAGE

1 CARD/BUS

\$26/CARD/MO

+ CEILING AD

PER MONTH W/ PURCHASE OF A PACKAGE


1 A LA CARTE AD

\$50/AD/BUS

*Interior Sign size: 11”H x 28”W • Ceiling Ad size: 24”H x 31”W
 Interior Card Printing: \$20/card • Ceiling Card Printing: \$75/card Free
 Installation • Packages include full Newark Fleet
 Max. of 4 Ceiling Ads/Bus (only available with the purchase of a package)*




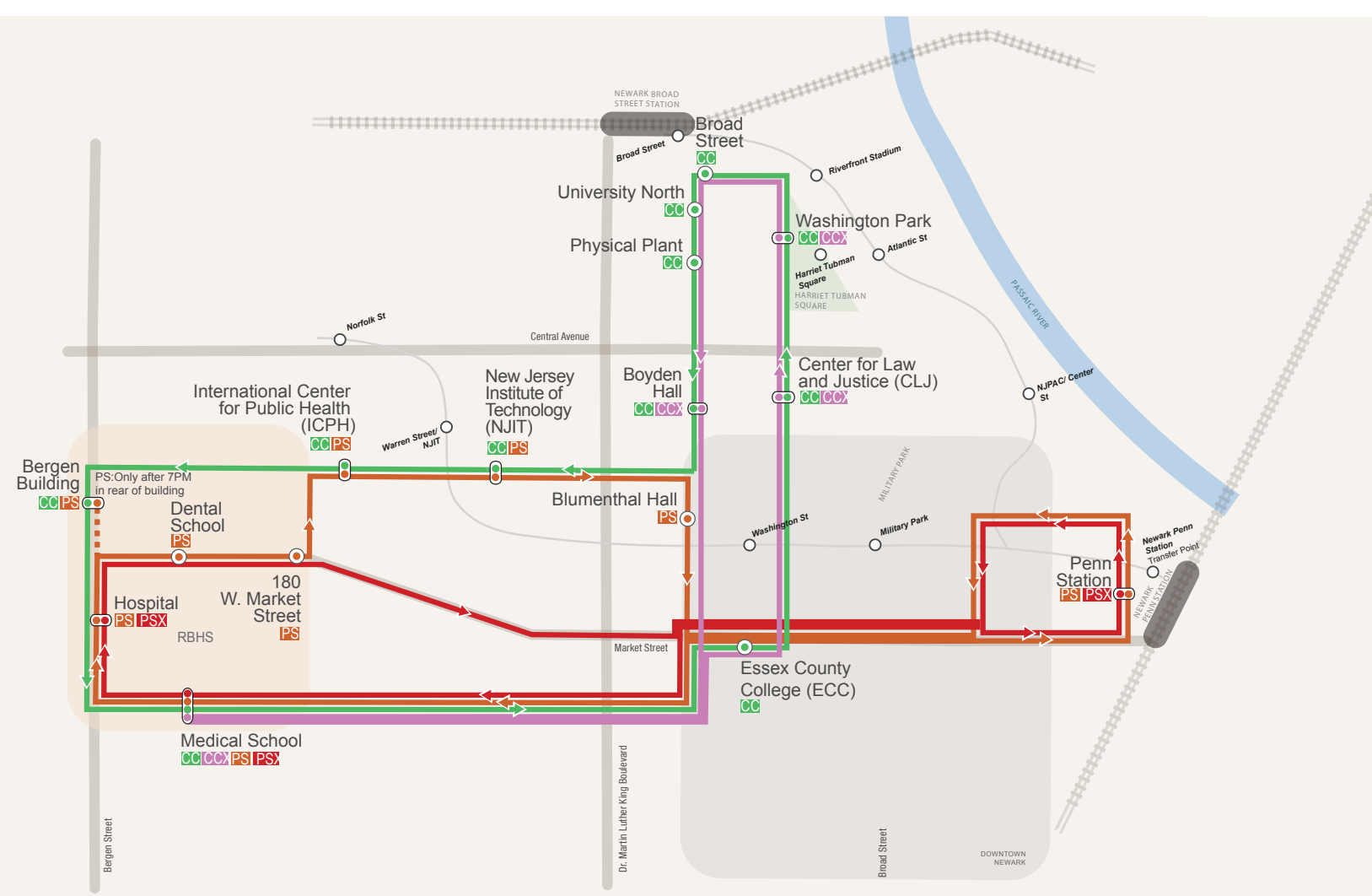
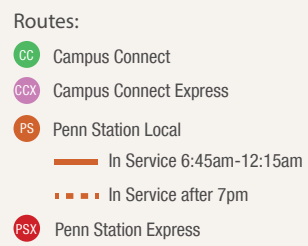
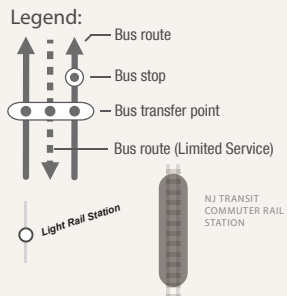
NEWARK CAMPUS NETWORK

 9,000 Daily Bus Riders

 7 Buses

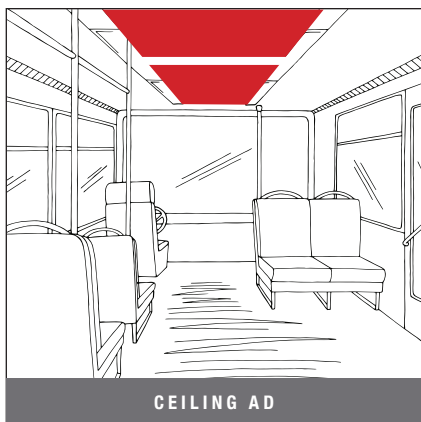
 Captive audience for 5-30 minutes

 Millions of Impressions Served



CAMDEN RATE CARD

Rutgers University Community Transit (The Bus) offers a variety of interior advertising options that allow advertisers to reach the highly sought after student demographic with bold messaging while they are a captive audience on the buses.



+ CEILING AD

PER MONTH WITH MINIMUM BUY

1 A LA CARTE AD

\$50/AD/BUS

*Ceiling Ad size: 24"H x 31"W • Ceiling Card Printing: \$75/card
Free Installation • Minimum buys apply • 2 Ceiling Cards/
Bus*



POLICY + REGULATIONS

+ ADVERTISING POLICY

Advertising is accepted pursuant to the following policy guidelines:

- Rutgers University Interior Bus Program reserves the right to reject or cancel any advertisement.
- Rutgers University Interior Bus Program will not accept advertisements for tobacco, alcohol, cannabis, illegal goods or services, or that promote services or advocate positions that the university deems inconsistent with the mission of the university.
- Advertisements constituting personal attacks on individuals in either the public or private sphere are unacceptable.
- Advertisements from other institutions of higher learning are not accepted.
- MSS Media, Inc. will not be liable for lost or stolen cards. It will be the client's responsibility to purchase printed card overage to mitigate the potential risk for lost or stolen cards.

+ COPY AND CONTENT REGULATIONS

In the decision to reserve advertising space, the advertiser and its agency agree to the following conditions:

- Use of the university name and all associated trademarks and service marks of the university, the formal and informal seal, the intercollegiate athletics trademarks, and distinctive scenes or landmarks on Rutgers' campuses is restricted to those advertisers who have obtained the written consent of Rutgers University. For permission and questions, contact trademark@ucm.rutgers.edu.
- All advertisements are accepted by the university upon the representation that the agency and advertiser are authorized to advertise the entire contents and subject matter thereof.
- In consideration of the university's acceptance of any advertisement, the agency and advertiser agree to indemnify and hold the university harmless from and against any loss or expense, including without limitation reasonable attorney's fees, arising out of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.
- Advertisers may not cancel a space-reservation order or make changes to the ad after the art deadline.

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The companies who enter the college market early on and maintain a presence there will not only benefit in the short term, but they will also ensure the payoff on that ‘investment’ after the students graduate.”

**Stuart Himmelfarb
President of CollegeTrack, Inc.**





Contact Us | 305.358.8868 | sayhello@mssmedia.com

