FACTS & FIGURES

• Rutgers students have over 9 million dollars of spending power monthly.
• Rutgers Bus System is the largest University transportation system in the country.
• 85% of first-year undergraduates live in university housing.
• 46% of all undergraduates live in university housing.
• Students come from every U.S. state.
• 2.1 million annual patient visits to our faculty practices, centers, clinics, and institutes.

NEW BRUNSWICK

• Total Enrollment: approximately 49,577.
• 13,978 full- and part-time graduate students.
• 50% of full-time undergraduates are men; 50% are women.
• Students come from all 50 states and 115 countries.
• 10.4% of first-year students come from outside New Jersey.

NEWARK

• Total Enrollment: approximately 12,768.
• 4,151 full- and part-time graduate students.
• 50% men and 50% women.
• Students come from all 21 New Jersey counties.
• Since 1997, U.S. News & World Reports has ranked Rutgers University-Newark most diverse university in the United States.
OVER 40 PUBLIC TRANSIT SYSTEMS THROUGHOUT THE UNITED STATES.
NEW BRUNSWICK INTERIOR ADVERTISING

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.

2 SEMESTERS
(9 MONTHS PLUS 3 MONTHS FREE)

- **Interior Signs 11x28**
  - $15,660 - Full Fleet ($30/ea)
  - $9,135 - Half Fleet ($35/ea)
- **Ceiling Ads 24x48**
  - $50 - Per Sign (Max 2 Per Bus)
  - $25 - Production

1 SEMESTER
(4 MONTHS)

- **Interior Signs 11x28**
  - $9,280 - Full Fleet ($40/ea)
  - $5,220 - Half Fleet ($45/ea)
- **Ceiling Ads 24x48**
  - $50 - Per Sign (Max 2 Per Bus)
  - $25 - Production
RUTGERS UNIVERSITY MEDIA KIT

NEWARK (FULL FLEET) INTERIOR ADVERTISING

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.

12 MONTHS:

<table>
<thead>
<tr>
<th>Advertising Type</th>
<th>11x28 Production Cost</th>
<th>11x56 Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Signs</td>
<td>$4,200 ($50/ea)</td>
<td>$6,300 ($75/ea)</td>
</tr>
<tr>
<td>Ceiling Ads</td>
<td>$100 - Per Sign</td>
<td>$100 - Per Sign</td>
</tr>
<tr>
<td>(Max 2 Per Bus)</td>
<td></td>
<td></td>
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</tbody>
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6 MONTHS:

<table>
<thead>
<tr>
<th>Advertising Type</th>
<th>11x28 Production Cost</th>
<th>11x56 Production Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interior Signs</td>
<td>$2,310 ($55/ea)</td>
<td>$3,360 ($80/ea)</td>
</tr>
<tr>
<td>Ceiling Ads</td>
<td>$100 - Per Sign</td>
<td>$100 - Per Sign</td>
</tr>
<tr>
<td>(Max 2 Per Bus)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PRODUCTION SPECS

**Ceiling Ads:**
Print Fabrication:
- Copy to be produced in one (1) section
- Image bleeds to the edge on all four sides

**Materials/Substrates:**
- Removable Transit Vinyl

**Required Vinyl Substrates:**
- 3M IJ3552C w/ 8519 overlaminate

**Overage:**
- 20% overage is required.

**Interior Ads:**
Print Fabrication:
- Finished Size is 11” x 28” with a live area of 10” x 27” or 11” x 56” with live area of 10” x 55”
- Copy bleeds to the edge on all four sides

**Inks**
- Inks must be waterproof with standard UV protection.

**Material/Substrates**
- .030 Styrene
- Cardstock will NOT be accepted

**Delivery:**
Houck Advertising must receive materials 10 days prior to post date. Please include posting instructions, quantities sent and copy of creative with the poster shipment.

ANY substitutions will require written authorization from Houck Advertising prior to production.
FILE/SUBMISSION SPECS

File Requirements:
• Adobe Illustrator or Adobe Photoshop (PC or Mac).
• TIFF, EPS, PDF, high resolution JPEG files OK.
• Artwork must be set up in CMYK format and please specify all PMS colors.
• For best output quality please use a rich black when possible (100% C,M,Y,K)
• Resolution for photos and rasterized art must be at least 100 dpi at full size.
• Please outline fonts and embed images.

NOTE: Please keep all text and important graphics in 1.5 inches from all sides.

File Submission:
• Email to jesse@houckads.com (files less than 5MB)
• For file transfer and instructions: https://houckads.wetransfer.com

NOTE: Houck must receive print ready artwork at least 10 business days prior to posting.

If advertiser provides posters or wraps from their own vendor, then the advertiser will assume warranty should the posters fade, peel or get damaged. Additional charges may apply.
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, illegal goods or services, or that promotes 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.

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 athletic trademarks, or 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.
• Rutgers University is not responsible for any error in an advertisement after the advertiser has approved its contents.
CONTACT US

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