

Penn Bus Advertising



Advertise your message on one of four Penn Buses –

in the heart of the Penn Campus, in University City, and through Center City. Create top-of-mind awareness for your business by targeting thousands of local consumers including Penn community, local residents, and business people.

Penn Bus advertising is easy and efficient:

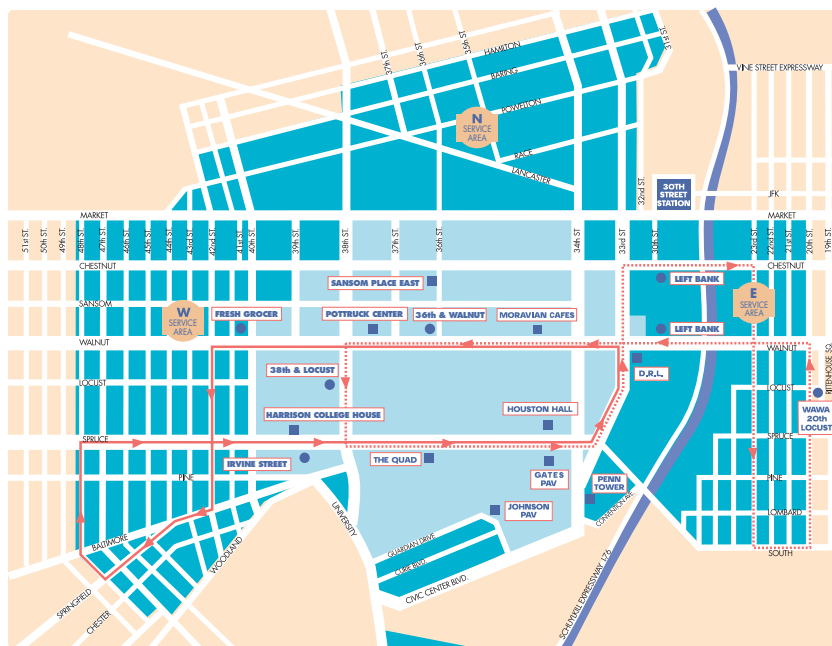
- ✓ Low cost advertising alternative with longevity
- ✓ Large visibility of over 450,000 riders per year
- ✓ Offers high frequency for repeat viewing and awareness

This is great way to reach students, staff, faculty, residents, and commuters in University City and Center City.

There are two routes through the Penn Campus.

Both Penn buses stop at key locations on the Penn Campus such as 34th and Walnut Street and 40th and Walnut Streets, to take Penn Card holders to their destination.

- (1) Penn Bus West runs through University City
- (2) Penn Bus East via Center City.



Interior of Bus

Production starts at \$69.00 per interior car card. You may work with one of our designers at Publication Services or supply art for production.

Print ready PDF file, high resolution.

Full Color Only — 11”H x 28”W



External – Back of Bus

Production starts at \$208.00. You may work with one of our designers at Publication Services or supply art for production.

Print ready PDF file, high resolution.

Full color only — 16”H x 48”W



To reserve space, contact Lauren Hamilton
laurenh@pobox.upenn.edu
 Publication Services.

Introductory Pricing

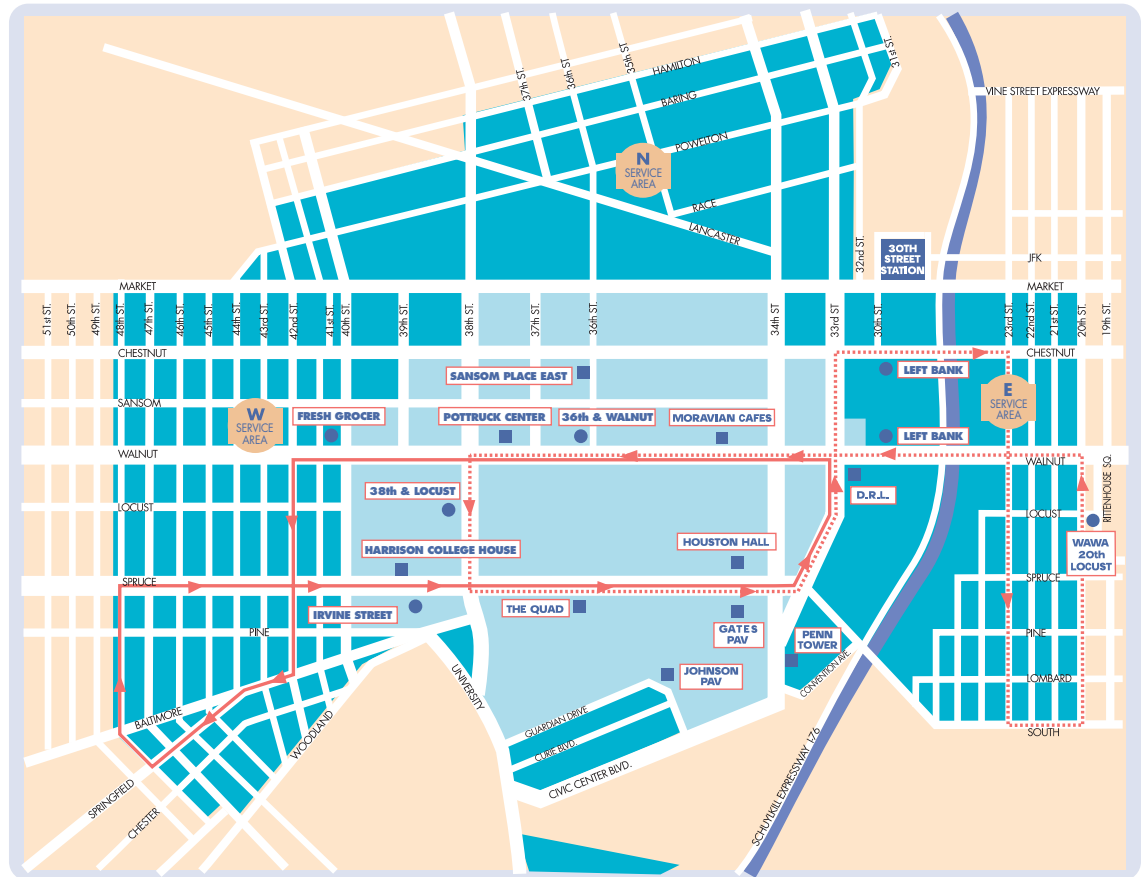
Interior:
\$30/month per ad

Exterior:

| Number of Buses (Full Rate) | 1 month | Semester Discount* | Full Year** Summer Free |
|--------------------------------|--------------------|--------------------|----------------------------|
| 1 | \$350 | \$1200 | \$2400 |
| 2 | \$600 (\$700) | \$2400 | \$4800 |
| 3 | \$950 (\$1150) | \$3400 | \$6800 |
| 4 | \$1200 (\$1500) | \$4500 | \$9000 |

*Must produce 1 extra ad for regular wear and tear.

**Must produce 3 extra ads for regular wear and tear. You may change the design of your ad as often as you would like. Price includes 3 installations.



Publication Services
St. Leonard's Court
3819 Chestnut Street, Suite 140
Philadelphia, PA 19104
P: 215.898.4838 F: 215.573.2124
creative@pobox.upenn.edu

Company/Department Name: _____

Authorized Person: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

Email: _____

The above named advertiser wishes to contract with the University of Pennsylvania,
Department of transportation for the following advertising space:

Contract Date: ____/____/____ to ____/____/____

Interior of Bus

Exterior of Bus

Number of buses: _____

Number of buses: _____

Direction: _____

Direction: _____

Number of Ads: _____

Number of Ads: _____

Cost: _____

Cost: _____

Total Cost: \$ _____

Additional Comments: _____

Payment Method:

Credit Card: Type: _____ Number _____ Expiration Date: _____

Holders Name: _____

Check: (Provide #): _____

Internal Penn Budget Code: _____

Advertiser Signature: _____

Print Name: _____

Date Signed: _____

The University of Pennsylvania Department of Business Services reserves the right to edit advertisements for content.