



Kingman Area Regional Transit

Advertising Guidelines & Agreement

Advertising on KART is a great way to be seen all around Kingman. KART operates four fixed routes, traveling approximately 190,000 miles annually and providing 7,000 to 10,000 passenger trips each month.

Your advertising dollars help fund the operating costs of your community's local transit program. KART is funded by the Federal Transit Administration (FTA) Section 5311 Rural Transit Grant Program, Arizona Department of Transportation, City of Kingman General Fund, fare revenue and advertising revenue.

Advertising can be a substantial investment. Therefore, KART provides a variety of options to make advertising affordable for both large and small organizations.

The minimum term for graphic advertising is three months. Discounts are available when purchasing a longer term and providing payment in full at the beginning of the contract term. Receive 10% discount for six month terms or 15% for twelve month terms. Discount applies to the monthly advertising rate only.

The cost of producing and removing graphic artwork and signage is the sole responsibility of the advertiser. Cost for removal varies depending on size and materials. When receiving the quote for artwork and signage installation, removal shall also be quoted. The amount quoted for removal is due prior to installation and is not subject to the above mentioned discount.

Regular maintenance schedules require KART to remove transit vehicles from circulation for a period of not more than three days. If maintenance requires a transit vehicle to be out of circulation for more than three consecutive working days, KART will extend the length of the advertiser's contract by the number of working days that the vehicle was out of service.

Transit vehicles are rotated between all four routes. This allows advertising to be displayed in all service areas.

Prior to installation of graphics, KART must approve the artwork and vendor for your ad.

Current approved vendors:

- Discount Sign Co., 4165 N. Bank Street, Kingman, AZ 86409, (928) 757-2424, discountsignco.com
- Contact Public Transit Superintendent, Sheri Furr at 692-3103 if you are interested in becoming an approved vendor for graphic application and removal on KART vehicles.

Some restrictions apply to content of advertisements on and in KART transit vehicles.

Advertising that is not permitted, includes, but is not limited to the following:

- Advertisements containing or promoting obscene material
- Advertisements containing or promoting material that may be considered harmful to juveniles
- Advertisements containing profane content
- Advertisements containing violent or criminal content
- Advertisements promoting alcohol, tobacco, or firearms
- Advertisements containing content that is considered controversial
- Advertisements that degrade or disparage groups based on gender, sexual orientation, religion, race, ethnicity, or political affiliation
- Political advertisements, including federal, state or local campaigns

If KART receives adverse publicity or complaints regarding any advertisement, it reserves the right to terminate the advertising contract. In the event KART terminates an advertising contract KART will refund all contract fees paid less the cost of removing the graphic application.



This could be your “rolling billboard” around town!

Pricing

Location	Approx. Size (H x W)	Monthly Rate
Side window	34" x 17"	\$40 per window
Side window	27" x 33"	\$65 per window
Side window	27" x 43"	\$75 per window
Rear wrap	67" x 67" at top 57" at bottom	\$400 per vehicle
Interior	12" x 18" Poster	\$250 (all vehicles)

Placement Examples





Kingman Area Regional Transit

Advertising Agreement

Purchaser Information:

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Authorized representative _____ Title _____

Phone _____ Email _____

Location	Approx. Size (H x W)	Monthly Rate	Qty.	Term
Side window	34" x 17"	\$40 per window	_____	_____
Side window	27" x 33"	\$65 per window	_____	_____
Side window	27" x 43"	\$75 per window	_____	_____
Entire back wrap		\$400 per vehicle	_____	_____
Interior	12" x 18"	\$250 all vehicles	_____	_____

Minimum three months. Payment is required prior to start date.

Discount on extended contract when advance payment is made in full:

10% discount with a six month contract or 20% with a twelve month contract. If advance payment in full is not made at the beginning of extended contract terms, payments will be due quarterly at the full rate.

Location	Term:	Total before discount:
Discount if applicable:	Total after discount:	Quarterly payment amount:
Next payment due:	Start date:	End date:

Checks shall be made payable to Kingman Area Regional Transit.

I have read and understand the attached Kingman Area Regional Transit (KART) advertising guidelines.

Print Authorized Signature:	Sign:
Date:	Title: