



Advertising Guidelines & Agreement

Advertising on Lake Havasu City Transit (LHCT) is a great way to be seen around Lake Havasu City. Lake Havasu City Transit vehicles average a 100 miles a day all around the city.

Your advertising dollars help fund operating costs of your community's local transit program.

The minimum term for graphic advertising is three months. The cost of producing and removing graphic artwork is the sole responsibility of the advertiser.

The advertiser is responsible for providing their own vendor for design, application, and removal of the advertisement. Advertiser and vendor must follow LHCT client guidelines and complete pre-inspection documents in this agreement.

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

Some restrictions apply to content of advertisements on and in LHCT 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 weapons of any kind
- 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

Lake Havasu City Transit Advertising Agreement

Purchaser Information:

Company_____

Address_____City_____State_____Zip_____

Phone_____

Authorized representative_____Title_____

Phone_____Email_____

Transit Service Direct	Location	Approx. Size (H x W)	Monthly Rate	Term	Qty	Total
Direct – Large Van	Side Window	55" x 26"	\$ 75.00	3 month		
Direct – Large Van	Rear Window	60" 1/2 x 23"	\$100.00	3 month		
Direct – Small Van	Side Window	37" 1/2 x 36" 1/2	\$ 75.00	3 month		
Direct – Small Van	Back Window	47" x 36" 1/2	\$ 75.00	3 month		
Total Due						

Location	Term	Quarterly Payment Amount	Next Payment Due	Start Date	End Date

Checks shall be made payable to Lake Havasu City Transit

I have read and understand the attached Lake Havasu City Transit (LHCT) advertising guidelines.

Print Authorized Signature:	Signature:
Date:	Title:

Lake Havasu City Transit Advertising Guideline

The advertising client is solely responsible for the printing, installation, maintenance, repair, storage, and quality assurance of all advertising displays on Lake Havasu City Transit vehicles. The installer is also responsible for any damage to the vehicle or the advertising itself and returning Lake Havasu City Transit assets, most importantly the vehicle, to its original condition.

Advertising Installation

1. Installer shall coordinate closely with Lake Havasu City Transit to not disrupt service nor operations while conducting installation. Transit vehicle will need to be back in service within 24 hours.
2. The advertising client is responsible for the cost of production and installation of all advertising products, as well as the use of high-quality materials.
3. Installer agrees that existing logos and decals (i.e., transit system identification logos, bus numbers, or graphics) on the bus shall remain visible, unless otherwise approved by Lake Havasu City Transit.
4. Installer agrees that any direct application on windows will use highly perforated vinyl with greater perforation than used on the body of vehicles, allowing for greater visibility into the buses for safety and security purposes.
5. Installation and repairs to vehicle advertising displays can and will occur during non-peak or non-business hours when the transit vehicles are most available, at the direction and discretion of Lake Havasu City Transit. When installation dates are scheduled, they must be met by the installer.
7. All advertising must be displayed in a neat and professional manner with quality assurance conducted throughout to ensure proper appearance is maintained.
8. It is preferred that cuts to the advertising displays be made prior to placement on the bus whenever possible.
9. No ads shall be installed on any surface that has been painted until after a pre-determined cure period.

Lake Havasu City Transit advertising pre- inspection

The advertiser / installer is responsible for any damage to the Lake Havasu City Transit vehicle while in the care of the installer. Including returning Lake Havasu City Transit vehicle, to its original condition prior to wrap being installed.

To ensure this is agreed upon both a representative from Lake Havasu City Transit and the advertiser / installer shall complete a pre-installation inspection and the inspection shall be documented with photos of vehicle where advertising is being displayed.

Lake Havasu City Transit

Date of drop off: _____

Vehicle Number: _____ Location of advertising: _____

Authorized representative _____ Title _____

Phone _____ Email _____

Advertiser Information:

Company _____

Authorized representative _____ Title _____

Phone _____ Email _____

Installer Information:

Company _____

Authorized representative _____ Title _____

Phone _____ Email _____

Location (s) of identified scratches, dents, or damage when dropped off. With picture (s)
