

# Transit Shelter

## Advertising Program

### Information guide

Is your organization looking for a high-profile yet affordable way to promote its programs, services, or events? The City of Vancouver, through the Transit Shelter Advertising Program, offers access to free transit shelter and digital display advertising for non-profit arts and culture and community service organizations. You pay for the design and production of the posters, and the City provides a place for them to go.

These spaces are in high demand, so apply now.

|                                                      |   |
|------------------------------------------------------|---|
| Description .....                                    | 2 |
| Program Priorities .....                             | 2 |
| Is Your Organization Eligible? .....                 | 3 |
| Applying for Space .....                             | 4 |
| The Process .....                                    | 4 |
| Digital Display Advertising .....                    | 5 |
| Digital Display Locations.....                       | 5 |
| Designing and Producing Posters.....                 | 6 |
| Required Recognition .....                           | 6 |
| Production Specifications for Finished Posters ..... | 6 |
| How Many Should You Print? .....                     | 7 |
| Delivering the Finished Posters .....                | 8 |
| What Happens After the Campaign? .....               | 8 |
| How Are Locations Decided? .....                     | 8 |

## Description

The City of Vancouver's Transit Shelter Advertising Program offers access to free transit shelter advertising to non-profit arts and culture and community service organizations based in the city of Vancouver.

The Digital Display Advertising Program is ancillary to the Transit Shelter Advertising Program. It offers access to free advertising on stand-alone digital display boards to non-profit arts and culture and community service organizations based in the city of Vancouver.

Non-profits indicate interest in Digital Display Advertising in their application for Transit Shelter Advertising.

Transit Shelter and Digital Display advertising must be used to promote events and services in Vancouver that are open to the public. Organizations are responsible for any costs associated with design and production of the posters.

Astral Decaux provides free advertising as part of its contract with the City.

## Program Priorities

Transit Shelter and Digital Display Advertising program priorities are guided by [Culture|Shift](#) the City's 10 year culture plan that centres Reconciliation and Equity.

Non-profit organizations are eligible to apply for advertising space to promote arts and cultural activities, and non-commercial activities with community benefit. The following organizations will be prioritized:

- Indigenous-led or mandated arts and cultural non-profits and xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səliwətał (Tsleil-Waututh) Nations
- Arts and cultural non-profits representing equity-deserving and/or underrepresented communities
- Arts and cultural non-profits funded by the City of Vancouver
- City of Vancouver's Public Art Team use to feature temporary 2D art commissions by local artists
- City departments use for important public service announcements

## Is Your Organization Eligible?

All Transit Shelter Advertising Program applicants must meet the following criteria:

- Applicants must be an artistic or cultural or community service organization that is registered as a non-profit organization
- Applicants must be based and active in Vancouver, and provide programming, activities, or services that are open to the public and publicized city-wide
- xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səliłwətał (Tsleil-Waututh) Nations
- Community service non-profits may apply to provide program information, raise awareness of a service being provided, or charitable activities
- Community service non-profit applications are considered *only* if space is available after arts and cultural non-profits are considered and prioritized
- Activities and services being promoted must take place in Vancouver (not in other Lower Mainland municipalities or the University Endowment Lands), or if led by the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish) and səliłwətał (Tsleil-Waututh) peoples, on their traditional homelands.

## Ineligible requests and activities

- Conferences, convenings, workshops, and training
- Lotteries, contests, and competitions
- Fundraising
- Sports activities or events
- Politically related messages
- Advocacy or religious messages
- Requests for repeat advertising with the same content, activity, event, or awareness raising within the same calendar year

The list is non-exhaustive and other requests and activities may be ineligible.

## Applying for Space

Applications are accepted year-round and a minimum of **four months in advance** of desired campaign start date. Due to program requirements, late applications are only accepted if space is available.

**Organizations may receive up to 2 transit shelter campaigns for 3 to 6 weeks per year. Organizations will receive 10 transit shelter spaces per campaign.**

**Written requests should be sent, via email, to Arts & Culture Promotional Support Programs**

[tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca)

Send your request via email to [tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca) with Transit Shelter Advertising Application and your organization in the subject line (i.e., "Transit Shelter Advertising Application – YOUR ORGANIZATION NAME")

Your email request must include:

- Full organization name
- Address of organization
- Name and title of contact person
- Phone and mobile numbers
- E-mail address
- Dates of posting desired (starting on Monday and ending on Sunday)
- Number of weeks desired (min. of 3 to max. of 6 weeks)
- Date, name, venue, and summary of event being advertised

**Indicate if you are also requesting digital display (Yes/No).**

**See Digital Display Advertising section for more info.**

**Only participants who express interest in digital display will be considered.**

Additional information, material, or supporting documents, may be requested and required.

### Please note

1. Past support through the program does not guarantee future support.
2. By submitting a request, applicants accept that decisions by the City are final.

## The Process

Arts & Culture staff review requests for space approximately three months before the desired campaign start date. This includes contacting the organization to check on eligibility, confirm interest, and consult on scheduling.

Once spaces are allocated and scheduled, successful and unsuccessful organizations will be notified by email.

The City usually receives the posting locations during the first week of the month that the campaign begins. This information is then forwarded to the organizations.

Please note that the requirements described in the program guidelines and confirmation letters exist to ensure efficient, equitable, and successful operation and value of the Transit Shelter Advertising Program. This includes adhering to timelines, supplying proofs, and providing complete information. Failure to meet requirements may inform future assessment of applications to the program.

**Cancellations must be at least a month in advance of campaign to make space available to others.**

## Digital Display Advertising

The Digital Display Advertising Program is a component of the Transit Shelter Advertising Program. It offers free advertising across 10 dual-facing digital display boards to arts and culture and community service non-profits active and based in Vancouver.

The digital boards display in pixels at 2160W x 3840H.

Organizations must apply for and receive Transit Shelter Advertising to be considered for Digital Display Advertising.

## Digital Display Locations

Burrard/Georgia – 4 faces

Burrard/Robson – 2 faces

Georgia/Hornby – 2 faces

Granville/Robson – 6 faces

Richards/Robson – 2 faces

Davie/Mainland – 2 faces

Cambie/Broadway – 2 faces

Each of these 10 digital display boards have the same City loop of up to 8, 8 second display ads. Each City loop of 8 ads is 64 seconds long. In one hour, 8 x 8 second spots display multiple times in rotation with paid advertising. The display boards rotate through the ads continuously every day.

## Designing and Producing Posters

Transit shelter advertisements are valuable because daily thousands of commuters may see the poster. As most will be moving in cars, on buses, or by bike, it is important for posters to be very graphic and not rely heavily on text, see [design tips](#).

### Tips for creating effective posters

1. Start early in the process by researching, budgeting, and planning for the concept, design, and production of poster. Factors such as the number of colours will help you estimate the costs of production. Some production houses able to produce posters to Astral's specifications are listed [here](#). Confirm that your budget allows for all design and production costs. Screen print posters, printed on one side only, are sufficient. The image washes out at night when backlit. However, your printer may be able to compensate by using slightly darker tones.
2. To ensure your message is clear and readable, text should be at least 4" inches high.
3. All designs must meet industry and Canadian Code of Advertising Standards. For more information see: <https://adstandards.ca/>
4. The City requires a PDF or JPEG of the finished poster to be submitted for review and approval prior to printing. The review confirms that the advertisement conforms to the Canadian Code of Advertising Standards and ensures that the support of the City of Vancouver has been acknowledged on the poster with either text or Arts & Culture emblem.

## Required Recognition

With net rate value of \$25,000 per 4-week campaign, the City requires that recipients recognize and acknowledge the value.

Please ensure that all advertisements include one OR both of the following:

- The Arts & Culture emblem and/or
- Text which reads: "Posted with the support of the City of Vancouver"

The recognition must be equitable to that of other media partners, and commensurate with that given to other funders.

## Production Specifications for Finished Posters

### Dimensional Data

**Paper Trim Size:** 47-1/4" x 68-1/4"

This is the overall size of the poster.

**Visible Opening** 45" x 66-1/4"

This is the visible space of the transit shelter face. It accounts for the frame of the transit shelter ad space.

**Full Safety Size** 42-1/2" x 64-11/16"

This is where you should have all text and logos. Note that this dimension is smaller than the Visible Opening size as posters can shift.

**Poster Templates**

Download under section headed [Poster templates](#).

**Outdoor Stock Standard**

7 pt. Coated Translucent Bristol: resistant to shrinking, stretching, fading, and humidity. Astral does not accept styrene faces.

**Ink Characteristics**

Resistant to UV rays, cracking, and chemical reaction to airborne pollutants.

**Production**

Posters can be screen printed on one side only. Your printer may be able to compensate for washing out of colour when the poster is backlit at night by using darker tones.

Do not laminate your posters! Because the transit shelters are glass, heat from the sun will cause the posters to become brittle and crack. This will result in a poster which may look unattractive before the campaign is finished.

**Quality**

The quality of the poster is the advertiser's responsibility. Astral proactively maintains the transit shelter faces. However, should the poster not meet the minimum standards and/or not remain posted using their standard posting procedures, the advertiser is responsible for additional costs incurred to maintain the posting and any advertising time lost.

## How Many Should You Print?

Astral requires that a 20% overrun of posters be supplied, above the number of advertising spaces being used for the posting period. For a 4-week posting of 10 spaces, this means 12 posters is required (2 are retained to replace those that may be damaged or vandalized).

## Delivering the Finished Posters

Posters must be delivered at least a week in advance of the campaign start date to:

Astral Media  
1451 Adanac Street  
Vancouver, BC V5L 2C4

Hours: 7:00 am - 3:30 pm Monday - Friday

Posters must be rolled in cardboard tubes (no boxes, skids, or paper wrap).

**IMPORTANT:** The advertiser and campaign as named in your application to the City as well as the first posting date must be clearly marked on the outside of the tube to avoid posting delays.

## What Happens After the Campaign?

Posters will not be returned at the end of the campaign. Please print extra posters for your own use.

Due to operational reasons, even when special requests are made, Astral does not guarantee the return of any or all posters.

## How Are Locations Decided?

Astral gives priority to paid advertisers and those who pay premium location fees. Assignment of locations is at the discretion of Astral and are final. Changes are not possible.