

# Transit Shelter Advertising Program

## Information guide

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Is your organization looking for a high-profile yet inexpensive way to promote itself, its services, or its events? The City of Vancouver, through the Transit Shelter Advertising Program, offers free access to transit shelter advertising space for non-profit arts and culture organizations. You pay for and arrange the production of the posters, and we provide a place for them to go.

These spaces are in high demand, so apply now.

<http://vancouver.ca/people-programs/transit-shelter-advertising-program.aspx>

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## Description

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

The intent of the program is to provide opportunities for the organizations to promote events and services in Vancouver that are open to the public.

While organizations do not have to pay for the advertising space, they are responsible for any costs associated with design and production of the advertising posters.

Making a request is as simple as sending an email with specific information detailed in these guidelines. Deadlines occur monthly and are generally four calendar months in advance.

**Transit Shelter Advertising Program introduces ten new digital display boards (20 faces) to the existing program. The ten digital display boards, vertical display in pixels at 2160W x 3840H, will be a pilot project. The pilot project will provide additional 8 x 8 seconds static display spots across the 10 digital boards. Only participants in the program with interest in digital display will be considered.**

**Locations of the digital display boards:**

**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 digital board has a loop assigned to it with max 8 advertisers. Each spot is 8 seconds static display long making up the 64 seconds loop. In one hour, 8 x 8 seconds spots play roughly 56 times, eight seconds every 64 seconds. This loop plays over and over the entire 24 hours.**

Outfront Media provides the advertising space as part of its contract with the City.

## Program Priorities

- Arts and cultural organizations have priority over non-arts organizations
- Organizations funded by the City of Vancouver will receive priority over other non-profit arts or cultural organizations
- Applications from community service organizations will receive consideration after applications from arts and cultural organizations have been accommodated
- Civic departments and branches occasionally use the spaces for important public service announcements and may have priority over all others
- Campaigns which have a specific time frame, show, or event associated with them will be given priority over general awareness or informational campaigns
- Please note that campaigns of less than four(4) weeks will be given a lower priority due to the operational processes of this program

## General Eligibility Criteria

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

- Applicants must be an artistic, cultural or community service organization registered as a non-profit society in British Columbia.
- Applicants must be based and active in Vancouver, and provide programming, activities or services that are open to the public and publicized city-wide.
- Community service organizations may apply if the campaign is primarily to provide program information; to raise awareness of a service being provided; to raise awareness of charitable activities; or to promote an event not on the list of ineligible activities listed below.
- Activities and services being promoted must take place in Vancouver (not in other Lower Mainland municipalities or the University Endowment Lands).

## Ineligible Activities & Organizations

**Any group not able to fit the guidelines above including:**

- Any group which represents amateur or professional sport or educational institutions without an artistic or cultural focus

**Promotion of the following activities is also not eligible:**

- Conferences, workshops, and other forms of training;
- Lotteries, contests and competitions;
- Events that are largely or exclusively fundraisers;
- Advocacy or religious messages which seek to present information or a particular point of view;
- Politically-related messages (excepting electoral messaging from City departments or branches).

## General Information

The following are general yet important aspects to keep in mind while considering the program:

1. Applications are accepted year-round and have monthly deadlines with notifications occurring the following month. Requests should be submitted **at least four months prior to the event** and must be in writing. Email is the preferred mode.
2. The Transit Shelter Advertising Program is only able to provide space to shelters located within the city of Vancouver.
3. An organization may apply for **up to 20 faces** in transit shelters to run for a period of **up to 6 weeks**.
4. All campaigns begin on a Monday and run until Sunday. Typically, successful organizations can expect to receive 10 spaces for a period of 4 weeks.
5. The advertising spaces are allotted throughout the city of Vancouver by Outfront Media on a continually changing basis (not dedicated spaces). Generally, it is not possible to request specific locations or areas.
6. Applications from two or more organizations to run space for the SAME campaign, during the SAME time period, using the SAME poster will **not** be considered. However, applications from two or more organizations to run space one AFTER another for the SAME campaign, using the SAME poster **will** be considered. Organizations must use the same poster and supply enough posters for two complete runs.
7. The City's Transit Shelter Advertising Program **ONLY** provides space and does not provide financial or other support for the design or production of the actual posters. Organizations are responsible for ensuring that their budget allows for the costs associated with design, printing and delivery.
8. Organizations may apply for advertising space twice in a calendar year. Subsequent applications will be considered only if space is available. Each request must be submitted separately.

## How Are Locations Decided?

The advertising spaces are allotted throughout the city of Vancouver by Outfront Media on a continually changing basis (not dedicated spaces). This ensures that beneficiaries of the Transit Shelter Advertising Program are not limited to specific locations or neighbourhoods. It also allows for wide distribution of the campaign's message into a mix of neighbourhoods and locations.

When scheduling campaigns, Outfront Media gives priority to advertisers who pay for their space, and to those who pay location fees in order to have campaigns targeted into particular neighbourhoods or specific locations.

While locations requests can be made it is rarely possible that they can be accommodated. If specific locations or neighbourhoods are essential to a campaign's success, Cultural Services may consider forwarding a request on the organization's behalf. However, Cultural Services cannot guarantee that by doing so the request will be accommodated.

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## What Happens After the Campaign?

Historically we have offered the option for organizations to have their posters returned at the end of their campaign. For operational reasons this is no longer possible except in extenuating circumstances which must be negotiated in advance.

For those who would like to explore the possibility of having material returned, please email [tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca).

If the campaign art is UNDATED or is NOT time sensitive, the material, with permission, will be retained at the discretion of Outfront Media and Cultural Services staff for use on an "as space is available" basis.

## How to Apply for Space

Applications are accepted throughout the year. It is important that interested organizations submit the request a minimum of four months in advance of the dates they would like the campaign to run.

Please note when requesting dates that all campaigns begin on a Monday and run until Sunday. Typically, successful organizations can expect to receive 10 spaces for a period of 4 weeks.

### Written requests should be sent, via email, to:

Cultural Services Promotional Support  
tsavanlive@vancouver.ca

The email must include the following information:

- 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 a Monday and ending on a Sunday)
- Minimum and maximum number of faces desired (typically 10 - 20)
- Date, name, and summary of event being advertised
- **Indicate if you are interested in digital display (Yes/No). Note: only participants who express interest in digital display will be considered. The digital display will show static image of the same campaign across ten digital boards.**

Additional information, material or supporting documents, will be requested by Cultural Services if needed, and do not need to be provided with the written request.

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## The Process

Upon receipt of the written request, Cultural Services tentatively schedules a booking into the City's overall allotment of available advertising space for the month.

Approximately three months prior to the posting date, Cultural Services staff will review the written request. This includes contact with the organization to check on eligibility, to ensure that there is still interest in participating in the program, and occasionally to consult regarding the flexibility of requested dates.

Once schedules and allotments are finalized, successful organizations are notified via email, and location lists are requested from Outfront Media. Unfortunately, it is not generally possible to request specific locations or areas.

Approximately one week prior to the posting date, Outfront Media informs Cultural Services of the posting locations for each campaign. This information is then forwarded to the individual organizations. Please note that posting locations are final and that changes to the provided list are generally not possible.

Please note that the City's Transit Shelter Advertising Program ONLY provides space and does not provide financial or other support for the design or production of the actual posters.

In addition, it is important that a PDF file or JPEG of the design is provided to the Cultural Services representative PRIOR to the posters being printed. This is used for filing purposes; to check that the art generally appears to conform to the Canadian Code of Advertising Standards; and to ensure that the support of the City of Vancouver has been legibly acknowledged on the poster with either text or logo placement. Submitted designs are not evaluated artistically.

Please note that the timelines and other requirements described in these guidelines exist to ensure the successful and equitable operation of the Transit Shelter Advertising Program. Organizations that do not give them due consideration may not be given priority for bookings in the future.

# Designing and Producing the Campaign Posters

Transit shelter advertisements are valuable because thousands of people may see a poster in a day. As the majority of these people will be moving in cars, on buses and by bike, it is important to make a poster very graphic and to not rely heavily on print information.

Here are some other tips for creating effective posters:

1. Start planning your poster early. Apply no later than four calendar months in advance of the time frame that is of interest.
2. Factors such as the number of colours will help an organization to estimate the costs of production. A list of local production houses that are able to produce posters to Outfront Media's specifications are listed at the end for your reference. Confirm that the budget allows for all production costs.
3. Screen print posters, printed on one side only, are generally sufficient. The image will be somewhat washed out at night when backlit, however your printer may be able to compensate by using slightly darker tones.
4. To ensure your message is clear and easy to read, strive for type that is no smaller than 4" inches high.
5. All designs must meet industry and Canadian Code of Advertising Standards. For more information see: <http://www.adstandards.com>
6. Allow one month for production once your artwork has been prepared. Cultural Services requests that a PDF file or JPEG of the finished art be forwarded for a (non-artistic) review prior to production. In addition, depending on the process, it may take up to five days for some print jobs to dry properly.
7. All campaigns begin on a Monday. Outfront Media requires that the finished posters be received by the Wednesday prior to the beginning of the campaign. If a delay is anticipated, please advise Cultural Services immediately to avoid posting delays.

# Required Recognition

The requirements described in our online guidelines and confirmation letters exist to ensure efficient, equitable, and successful operation of the Transit Shelter Advertising Program. This includes: adherence to timelines, supplying copies of proofs, and provision of complete information.

With net rate values averaging \$25,000 and ranging up to as much as \$75,000 per campaign, we ask that the groups we work with recognize and acknowledge the value that it offers.

Please ensure that all art work includes one OR both of the following:

- The City of Vancouver 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 funding agencies.

Please note that groups that do not give the online guidelines and confirmation letters due consideration during the course of application may not be given priority for bookings in the future.

If you have any questions or concerns about the above two options for recognizing support from this program, please contact us via email at [tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca).

# Production Specifications for Supplying Finished Posters

## Dimensional Data

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

This is the overall size of the poster being produced

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

This is the visible space of the transit shelter face. It takes the border of the ad box into account.

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

This is where you should contain all text or logos. Posters can shift inside the ad boxes. You don't want copy to get hidden inside the border/frame!. Note that this dimension is smaller than the Visible Opening size.

A digital template to assist with artwork preparation (EPS format) is available. Email request for template to: [tsavanlive@vancouver.ca](mailto:tsavanlive@vancouver.ca)

## Outdoor Stock Standard

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

## Ink Characteristics

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

## Production

Posters can be screen printed one side only. Your printer may be able to compensate for some washing-out of colour when the poster is backlit at night by using darker tones. If your posters require more brilliance and your budget permits it, please contact Outfront Media in Vancouver at 604-630-1090 for other production options.

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

## General

The quality of the production supplied to Outfront Media is the responsibility of the advertiser. Outfront Media proactively maintains the faces on their shelters; however, should the production supplied not meet the minimum standards outlined and/or not remain posted using their standard posting procedures, the advertiser/agency is responsible for the additional posting costs incurred to maintain the faces and any media time lost.

## How Many Should You Print?

Outfront Media requires that a 20% overrun of posters be supplied, above the number of advertising spaces being used for the first 4-week posting period. Longer posting periods require additional posters:

- 40% overrun - 8 week campaign
- 100% overrun - 12 week campaign
- 125% overrun - 16 week campaign

You may wish to confirm the quantity with Outfront Media since this formula can vary for very short runs which may not require an overrun.

## Delivering the Finished Posters

Finished art is to be **RECEIVED** by Outfront Media by the Wednesday proceeding the Monday it is to run.

### **Deliver posters to:**

Outfront Media  
1451 Adanac Street  
Vancouver, BC V5L 2C4

Contact: Irene DeGuzman  
Telephone: 604-630-1090 x 222  
Hours: 7:00 a.m. - 3:30 p.m. Monday - Friday

Posters must be rolled in cardboard tubes (no boxes, skids or paper wrap) with a maximum of 35 posters per tube.

**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.