

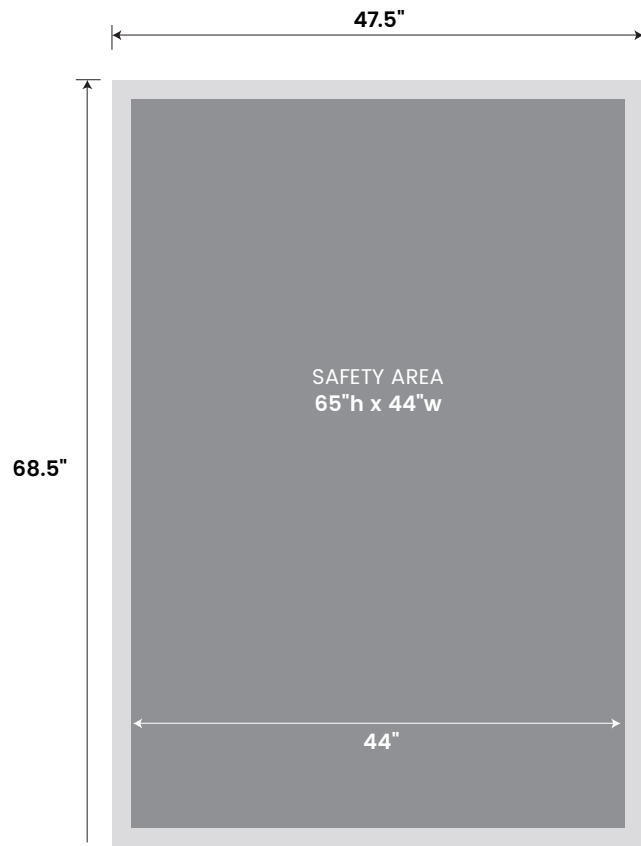
Layout Dimensions

Full Size 68.5"H x 47.5"W 150 dpi Resolution

Safety Area 65"H x 44"W 100%

Half Size 34.25"H x 23.75"W 300 dpi Resolution

Safety Area 32.5"H x 22"W 50% Scale



Restrictions and Requirements

All advertising on Pace transit shelters must comply with Pace's Advertising Guidelines.

Ad buyer may obtain shelter ad production from printer of choice or through Pace's bus ad partner, Intersection.

If providing ad production from buyer's printer of choice:

Printer

Print Fabrication / Finishing Details

*Required Substrate(s)

DURATRANS

POLYPROPYLENE or

ENCAPSULATED 80lb. Wet Strength Paper

STYRENE 0.020 or OPALINE

*Appropriate overlaminates must be used in conjunction with the materials as listed above and/or appropriate UV clear coat.

Send completed production to:

Pete Sisto

Signs & Shelter Dept.

Pace Bus - West Division

3500 W Lake St.

Melrose Park, IL 60160

Questions:

Ed Madden

847.228.2450

ed.madden@pacebus.com

If providing ad production through Intersection:

File Submission

Native production jobs with linked components must be compressed into a .ZIP file and submitted electronically via our File Transfer Protocol (FTP) address. Please click link below:

<http://upload.intersection.com>

Send all match prints to:

Intersection Print
10 Hudson Yards, Floor 26
New York, NY 10001

All Production Inquiries

production@intersection.com

Creative Due Dates

Art Files are Due 14 Days prior to contracted start date

Please note that if you do not meet these deadlines, your posting date may move beyond the five day posting window with no liability on Intersection's end.

Terms & Conditions: <https://www.intersection.com/ad-terms/>

Client Checklist

- Ensure native files include all linked components
- All print-ready PDF files must be high-resolution
- Match proof(s) of your creative required for on-press color matching
- Note 20% overage is required for this media

Accepted Applications and Files Types

Adobe CC or earlier

Illustrator

InDesign

Photoshop

.AI | .EPS | .PDF

.INDD | .PDF (PDF/X-4)

.PSD | .EPS

CMYK

CMYK

CMYK

Placed images must be embedded or linked to production mechanical. Fonts must be rasterized or outlined within mechanical. All layout files must be packaged and bundled to include all linked images and fonts. Intersection is not responsible for subsequent defaulting or resulting text reflow.

taxes

Effective March 25, 2011, consistent with the overall industry, Intersection will begin charging sales tax on production billing on customer invoices in selected markets. Tax regulations require Intersection to charge and collect sales tax on these costs and remit the collected tax to the various states.

This sales tax will automatically appear on all contracts for those markets entered into Quattro beginning March 21, 2011.

The sales tax cost must be included in the contract price quoted to clients.

As this tax applies to production only, these components of the contract must be specifically identified. There can be no production included deals.

A separate line for the applicable sales tax amount will and must appear on production invoices.

The new sales tax will not be applied to any contracts entered into Quattro prior to the March 21, 2011 cut-off date, and will not appear on future invoicing for these contracts.

All contracts currently on the table should be entered into Quattro prior to the March 21, 2011 cut-off date.

This tax will initially be implemented in the selected markets listed below:

Market	Sales Tax Rates
Atlanta	8.0%
Boston	6.25%
California	LADOT 9.0%; Long Beach 9.0%; OCTA 8.0%; BART 8.75%; SFMTA 8.75%; AC Transit 9.0%; Santa Monica 9.5%
Charlotte	7.25%
Chicago	10.25%
District of Columbia	5.75%
Maryland	6.0%
Minnesota	7.775%
New Jersey	7.0%
New York	8.875%
North Carolina	7.25%
Philadelphia	8.0%
Pittsburgh	7.0%
Texas	8.25%
Washington	Pierce Transit 9.5%; KCM 9.6%; Community Transit 9.2%

Exterior Bus

	1 to 5	6 to 25	26 to 100	101 to 200	201 to 500	500+
King Bus Poster, 30 H x 144 W	\$51.00	\$33.00	\$32.30	\$24.50	\$23.30	Call
Queen Bus Poster, 30 H x 96 W	\$42.00	\$26.25	\$24.15	\$21.63	\$18.15	Call
Headlight (PACE) 14.5"H x 33.25"W	\$25.00	\$15.00	\$9.00	\$7.00	\$6.00	Call
Taillight Poster, 21 H x 72 W	\$40.50	\$22.75	\$15.75	\$13.91	\$11.55	Call
Backlit Shelter Poster Display - Pace, 68.5 H x 47.5 W	\$52.92	\$42.50	\$41.25	\$36.38	\$33.07	Call
Bus Shelter Window Display - Pace, 82 H x 120 W	\$157.50	\$131.25	\$105.00	\$99.75	\$94.50	Call
Headlight Display, 14.5 H x 47.5 W	\$29.50	\$19.30	\$11.58	\$9.92	\$7.25	Call
Headliner Display - CTA, 12 H x 360 W	\$53.65	\$39.11	\$28.16	\$26.05	\$25.40	Call
Headliner Display - Pace, 12 H x 204 W	\$42.95	\$31.29	\$22.57	\$21.95	\$20.50	Call
Window Cling - Bus, 24 H x 47 W	\$45.00	\$40.00	\$35.00	\$33.00	\$30.00	Call
Kong, 36 H x 243 W	\$280.00	\$240.00	\$225.00	\$215.00	\$175.00	-

Notes

All pricing includes ground shipping and up to 3 creatives on programs that are 50+ in quantity. For any additional creatives or lower quantities please contact us at production@intersection.com.

Rail

	1 to 5	6 to 25	26 to 100	101 to 200	201 to 500	500+
2-Sheet Poster - Vinyl, 46 H x 60 W	\$44.10	\$39.52	\$30.87	\$26.46	\$21.45	Call
1-Sheet Poster - Vinyl, 46 H x 30 W	\$32.85	\$26.07	\$18.58	\$16.68	\$15.86	Call
Queen Rail Poster, 30 H x 96 W	\$42.00	\$26.25	\$24.15	\$21.63	\$18.15	Call
Platform Bulletin (Double 2-Sheet), 46 H x 120 W	\$97.28	\$82.69	\$75.81	\$64.05	\$56.70	Call
Backlit Shelter Poster Display, 68.5 H x 47.5 W	\$52.92	\$42.50	\$41.25	\$36.38	\$33.07	Call
Tri - Ad Display (Two 2-Sheet with One 1-Sheet)	\$121.03	\$105.12	\$80.33	\$69.60	\$59.42	Call
Clock Display, 21.5 H x 46.5 W	\$11.55	\$9.00	\$8.00	\$6.50	\$5.75	Call
Urban Panel, 30 H x 60 W	\$38.85	\$32.81	\$24.73	\$21.58	\$18.85	Call
Standard Diorama Display, 43 H x 62 W	\$43.84	\$33.60	\$31.50	\$29.40	\$27.30	Call
Window Cling - Rail, 25.5 H x 35.5 W	\$45.00	\$40.00	\$35.00	\$33.00	\$30.00	Call
Modesty Panels 24"H x 12"W	\$45.00	\$30.00	\$25.00	\$20.00	\$15.00	\$13.00
Train - Ceiling Wrap (per car)	\$1,800.00	-	-	-	-	-
Train - Ceiling Wrap (per train = 2 cars)	\$3,600.00	-	-	-	-	-
Turnstile (Regular or End Cabinet)	\$100.00	\$90.00	\$80.00	\$70.00	\$65.00	\$60.00

Notes

All pricing includes ground shipping and up to 3 creatives on programs that are 50+ in quantity. For any additional creatives or lower quantities please contact us at production@intersection.com.

Rail (Continued)

	1 to 5	6 to 25	26 to 100	101 to 200	201 to 500	500+
Floor Graphics - Indoor, 84 H x 84 W	\$588.00	\$588.00	-	-	-	-
Floor Graphics - Outdoor, 84 H x 84 W	\$735.00	\$735.00	-	-	-	-
Floor Graphics - Indoor, 96 H x 96 W	\$768.00	\$768.00	-	-	-	-
Floor Graphics - Outdoor, 96 H x 96 W	\$960.00	\$960.00	-	-	-	-
Floor Graphics - Indoor, 120 H x 120 W	\$1,200.00	\$1,200.00	-	-	-	-
Floor Graphics - Outdoor, 120 H x 120 W	\$1,500.00	\$1,500.00	-	-	-	-

Notes

All pricing includes ground shipping and up to 3 creatives on programs that are 50+ in quantity.
For any additional creatives or lower quantities please contact us at production@intersection.com.

Interior Bus & Rail

	1 to 5	6 to 25	26 to 100	101 to 200	201 to 500	500+
Michelangelo, 30 H x 30 W	\$27.30	\$24.68	\$21.26	\$18.90	\$17.10	\$15.05
Interior Card - 18pt CS, 11 H x 46.5 W	Call	\$5.25	\$4.75	\$4.25	\$3.75	\$3.40
Interior Card - Styrene, 11 H x 46.5 W	Call	\$6.85	\$6.30	\$5.75	\$5.25	\$4.75
Interior Card - 18pt CS, 22 H x 21 W	Call	\$6.35	\$5.75	\$4.25	\$3.75	\$2.75
Take One Pads (Interior Included)	\$20.00	\$12.00	\$11.00	\$10.00	Call	Call

Notes

All pricing includes ground shipping and up to 3 creatives on programs that are 50+ in quantity.
For any additional creatives or lower quantities please contact us at production@intersection.com.

Large Format

	1+	5+	10+	25+	50+	100+
30' Full Wrap	\$4,100.00	\$4,100.00	\$4,100.00	\$4,100.00	\$4,100.00	\$4,100.00
40' Full Wrap, 50% Window Coverage	\$5,162.50	\$5,162.50	\$5,162.50	\$5,162.50	\$5,162.50	\$5,162.50
60' Arctic Full Wrap	\$7,736.50	\$7,736.50	\$7,736.50	\$7,736.50	\$7,736.50	\$7,736.50
Full Backs	\$414.25	\$366.75	\$366.75	\$366.75	\$335.25	\$335.25
Wild Posting, Rail (per car)	\$1,725.00	\$1,163.00	\$942.25	\$907.75	\$884.75	\$884.75
USK - Bus	\$1,214.25	\$1,177.50	\$1,141.25	\$1,088.75	\$1,031.25	\$1,031.25
USK - Rail, Corrugated/Flat	\$1,500.00	\$1,117.00	\$1,078.00	\$1,061.00	\$1,027.00	\$1,005.00
Full Wrap - Rail, Flat (2 car set)	\$13,653.00	\$13,653.00	\$13,653.00	-	-	-
Full Wrap - Rail, Corrugated (2 car set)	\$14,687.00	\$14,687.00	\$14,687.00	-	-	-
Interior Train Wrap (per train = 2 cars)	\$25,000.00	-	-	-	-	-
Door Wrap (1 car - 4 doors total)	\$450.00	-	-	-	-	-
Door Wrap (2 cars/1 Train (8 total doors)	\$900.00	-	-	-	-	-
Half Wraps per train (2 cars)	\$6000.00	\$5,800.00	\$5,700.00	\$5,500.00	-	-

Notes

All pricing includes installation/removal, ground shipping.



Who We Are

Pace Suburban Bus is the premier suburban transit provider in northeastern Illinois, safely and efficiently moving people to work, school, and other regional destinations. Pace's family of public transportation services offers affordable, innovative, and reliable options for everyone.

Contact Us

Pace Customer Service

(847) 228-2322, option 3
 Passenger.Services@PaceBus.com

RTA Travel Information Center

(312) 836-7000

Our Offices

Headquarters

550 W. Algonquin Rd.
 Arlington Heights, IL 60005

ADA Paratransit

547 W. Jackson Blvd., 8th Fl.
 Chicago, IL 60661

Pace operates out of nine division garages:

Fox Valley Division	Aurora
Heritage Division	Joliet
North Division	Waukegan
North Shore Division	Evanston
Northwest Division	Des Plaines
River Division	Elgin
South Division	Markham
Southwest Division	Oak Lawn
West Division	Melrose Park

Pace also has facilities in South Holland, East Dundee, and McHenry, and contracts with private service providers elsewhere in the region.

By the Numbers



Rides

\$2.00 rides on most routes
\$0.30 transfers

35,625,749 rides last year,
 or **121,700** weekday rides



Our Service Area

271 municipalities
6 counties
3,677 square miles
8.4 million residents



Our System

820 fixed route buses
210 fixed routes
18 express routes



1,316 paratransit vehicles
663 vanpools
50 Dial-a-Rides
10 Call-n-Rides



33 Park-n-Rides
1,276 bus shelters



pace

ADVERTISING GUIDELINES

I. SCOPE AND PURPOSE

- A. Applicability. Pace, the Suburban Bus Division of the Regional Transportation Authority, (“Pace”) has established these uniform, viewpoint-neutral Advertising Guidelines (“Guidelines”), which apply to all proposed new advertising on Pace property (“Property”) on or after the effective date of these Guidelines. The term “Property” includes Pace buses, paratransit vehicles, advertising transit shelters, transit centers, billboards, and website. Audio advertising is limited to Pace buses and transit centers.
- B. Pace Transit Operations. Having a service area covering 3,446 square miles, Pace is one of the largest bus services in North America. Pace provides affordable and environmentally responsible public transit options to tens of thousands of daily passengers in 284 municipalities throughout Cook, Will, DuPage, Kane, Lake, and McHenry counties (“Service Area”). Pace’s innovative approach to public transportation gives the agency a national reputation as an industry leader.
- C. Objectives. Pace in its proprietary capacity is offering advertising space on the Property to generate revenue for Pace. In establishing and enforcing these Guidelines, Pace also seeks to fulfill the following objectives:
- Preserve the marketing potential of Pace’s advertising space by avoiding content that could be viewed as offensive, inappropriate, or harmful to the public generally or to minors in particular;
 - Maintain a safe and welcoming environment for all Pace employees and customers;
 - Prevent the appearance of favoritism or endorsement by Pace; and
 - Minimize the diversion of resources from transit operations to resolve disputes relating to advertising.
- D. Nonpublic Forum. Pace intends that Property allocated for advertising be a nonpublic forum.

II. PERMITTED ADVERTISING

Pace, in its sole discretion, may permit the following categories of advertising on the Property if the advertising complies with all applicable laws and regulations and does not include any content prohibited under Section III of these Guidelines:

- A. Commercial Advertising. Advertising that solicits or promotes the sale, rental, lease, license, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property for commercial purposes, or that more generally promotes an entity engaging in such activities.

B. Government Advertising. Notices or messages from Pace that promote Pace or any of its operations or programs, and notices or messages from the United States government and its agencies, the State of Illinois and its agencies, and municipal and county governments and their departments within the Service Area that advance specific governmental purposes.

C. Public Service Announcements. Public service announcements sponsored by either a government entity or a nonprofit corporation that is exempt from taxation under section 501(c)(3) of the Internal Revenue Code, directed to the general public, and related to:

- Prevention or treatment of illnesses;
- Promotion of safety or personal well-being;
- Education or training;
- Provision of children and family services;
- Provision of services and programs supporting low income citizens, senior citizens, or people with disabilities; or
- Solicitation by broad-based contribution campaigns providing funds to multiple charitable organizations active in the above-listed areas.

D. Alcohol Advertising. Advertising for alcohol products and by alcohol beverage companies (“alcohol advertising”), except on Pace paratransit vehicles and website and subject to the following:

1. Pace management shall review and approve all proposed alcohol advertising prior to production of the advertising.
2. Print alcohol advertising shall contain the following statement covering no less than three percent of the area of the advertising: THE LEGAL DRINKING AGE IN THE STATE OF ILLINOIS IS 21 YEARS OLD. GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS AND (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. PLEASE DRINK RESPONSIBLY.
3. Print alcohol advertising on Pace buses shall be displayed in identical format on buses from at least four Pace garages (two from Group A and two from Group B):

Group A – Fox Valley, Heritage, North, River, South, and Southwest

Group B – Batavia, Highland Park, McHenry, Naperville, North Shore, Northwest, West, and Westmont

For purposes of this restriction, alcohol advertising shall be considered identical even if translated into different languages.

4. Alcohol advertising on a Pace advertising transit shelter on a public right-of-way shall be approved by the unit of local government in which the right-of-way is located. Alcohol advertising on a Pace advertising shelter on private property shall be approved by the property owner(s).
5. Alcohol advertising shall not contain illustrations of persons under the age of 21 nor shall they make use of any material which would make a special appeal to juveniles.

III. PROHIBITED ADVERTISING

Pace prohibits advertising on the Property if the advertising includes any of the following content:

- A. Material that is political in nature or contains political messages, including material that promotes or opposes a political party, a ballot referendum, or the election of any candidate or group of candidates for federal, state, judicial, or local government offices or that expresses or advocates an opinion, position, or viewpoint on a matter of public debate about economic, political, moral, religious, or social issues.
- B. Tobacco products, tobacco-related products, and products that simulate smoking or are modeled on tobacco products, including cigarettes, cigars, chewing tobacco, and electronic cigarettes.
- C. Material that promotes the sale, use, or cultivation of cannabis, cannabis-related products, or cannabis-infused products. This subsection shall not apply to a noncommercial message from or on behalf of a registered dispensing organization or to an educational message.
- D. Films rated "NC-17" or "X"; television programs rated "MA"; video games rated "AO," "M," or "R"; adult entertainment establishments, including adult bookstores, adult video stores, and clubs featuring nude dancers; and sexually orientated businesses, including adult telephone services, adult internet sites, and escort services.
- E. Material that depicts nudity, sexual conduct, or sexual excitement. The terms "nudity," "sexual conduct," and "sexual excitement" shall have the meaning as set forth in 720 ILCS 5/11-21(a), as amended.
- F. Material that is or that the advertiser reasonably should have known is false, deceptive, fraudulent, and/or misleading or would constitute defamation or invasion of privacy.
- G. Material that is an infringement of a copyright, trademark, or service mark.
- H. Material that promotes unlawful or illegal goods, services, or activities under federal, state, or local law.
- I. Material that contains profane language.

- J. Material that portrays images or descriptions of violence, including dead, dismembered, disfigured, or decomposing human beings or animals, the act of killing, dismembering, or disfiguring human beings or animals, and the intentional infliction of pain or violent action toward or upon a human being or animal. The term "human being" shall include a fetus.
- K. Material that promotes or solicits the sale, rental, distribution, or availability of firearms or firearm-related products or that depicts weapons or devices that appear to be aimed or pointed at the viewer or observer in a menacing manner.
- L. Material that is adverse to Pace's commercial, operational, or administrative interests or that tends to disparage public transportation or the quality of service provided by Pace.
- M. Material that contains Pace graphics, logos, and/or representations or indirect references to Pace or its employees without the express written consent of Pace.
- N. Material that implies or declares an endorsement of any service, product, or point of view by Pace.
- O. Material that encourages or depicts unsafe behavior or promotes disregard for safety precautions with respect to an activity.
- P. Material that is intended to be (or could reasonably be interpreted as being) demeaning, disparaging, disreputable, discriminatory, or disrespectful to persons, groups, businesses, or organizations.
- Q. Material that Pace reasonably foresees would incite or produce lawless action in the form of retaliation, vandalism, or other breach of public safety, peace, and order or would result in harm to, disruption of, or interference with the transportation system.

IV. ADDITIONAL REQUIREMENTS

- A. Testimonials. If the advertising contains a testimonial, the advertiser shall provide Pace with documentation evidencing that the person who made the testimonial authorized its use in the advertising. Further, the advertiser shall indemnify, defend, and hold harmless Pace and Pace's directors, officers, agents, employees, contractors, and subcontractors from and against any and all liability, losses, damages, claims, suits, payments, settlements, judgments, demands, awards, expenses, and costs, including reasonable attorneys' fees, arising out of the advertisement of the testimonial. This indemnification shall survive the removal of such advertisement from the Property.
- B. Advertiser Identification. Pace may require an advertiser to include the following phrase in the advertising if the identity of the advertiser is not readily and unambiguously identifiable: "Advertisement paid for by _____ [insert name of advertiser]."
- C. No Endorsement Disclaimer. To avoid the appearance of a Pace endorsement, Pace may require an advertiser to include the following phrase or similar phrase in the advertising: "Not a Pace endorsement."

- D. Approval. An advertiser shall submit its proposed advertising to Pace's advertising sales agent. The advertising sales agent may discuss with the advertiser one or more revisions to the proposed advertising, which, if undertaken, would bring the proposed advertising into compliance with these Guidelines. If Pace's advertising sales agent determines that the proposed advertising does not comply with these Guidelines, the advertising sales agent shall submit the proposed advertising to Pace for further review and determination as to whether the proposed advertising complies with these Guidelines. Pace, in its sole discretion, may permit or prohibit the proposed advertising. The decision of Pace's Executive Director, or his/her designee, to permit or prohibit the proposed advertising shall be final.

Staff recommends approval of an Ordinance authorizing and adopting the attached Pace Advertising Guidelines revised and effective July 17, 2019.