



GUIDE ADS

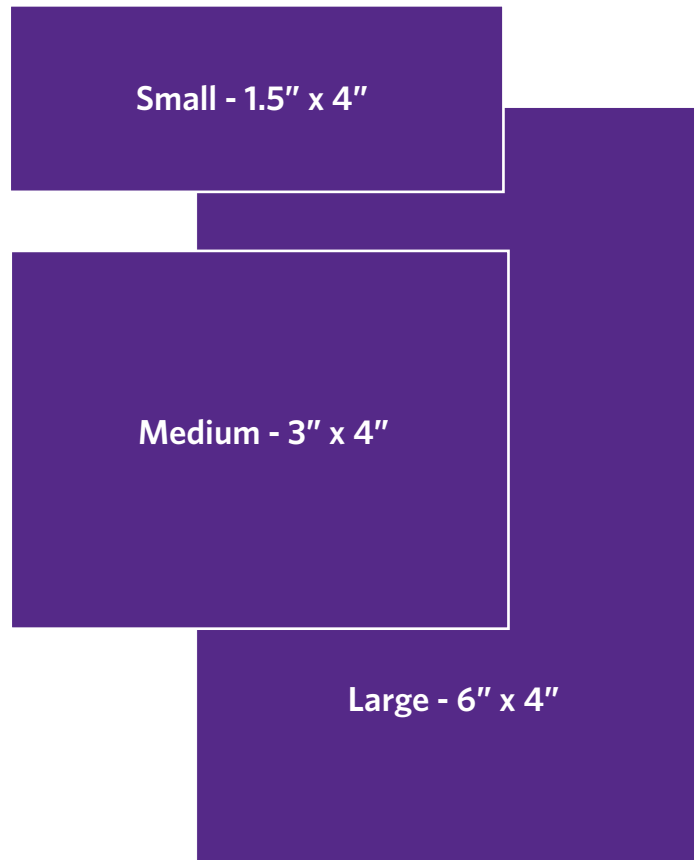
Available on both sides of the Circulator Guide, distributed on the buses themselves as well as a area hotels, condominiums, points of interests, in local publications and more!

PRINT RUN	SMALL (1.5" x 4")	MEDIUM (3" x 4")	LARGE (6" x 4")
100,000 (approx. every 4 months)	\$495	\$695	\$895
200,000 (approx. every 4 months)	\$895	\$1,295	\$1,695

* Keep all text elements at least 1/4" inside all edges

** If ad bleeds, add 1/4" bleed to all sides of ad dimensions below

*** 12 month advertisers may change artwork every 6 months for a \$250 service fee



THE BENEFIT TO YOU

- Since the launch of the Circulator in January 2010, over 420,000 copies have been distributed
- Over 200,000 guides in circulation every year
- *Demographic audience:* Baltimore City residents, downtown business employees, tourists, visitors and students
- Twenty-six Circulators, 78 stops

* Ad sizes not drawn to 100% scale



CONTACT

Pam Varricchio

Account Manager

Studio: 410.366.0505

Cell: 410.627.8032

pam@mjachdesigns.com





HEADLINER ADS

Available on the inside, running the length of the Circulator itself, above the windows overhead, on both sides of the vehicle.

	COST PER MONTH (20 Buses)
1 month	\$1,350
3 months	\$1,250
6 months	\$1,150
12 months	\$1,050

* 12 month advertisers may change artwork every 6 months for a \$250 service fee

** As a courtesy to tax-exempt, non-profit organizations, we offer a 15% discount off the above prices

Bleed	25" w x 12" h
Trim	24" w x 11" h
Live	23" w x 10" h

* Ad sizes not drawn to 100% scale

NUMBER OF ADS PER BUS

22 (Advertiser limited to one ad per bus)

AVERAGE NUMBER OF RIDERS PER MONTH

273,659



ELECTRONIC FILE REQUIREMENTS

- Please supply only PDF, EPS, or TIFF print-ready files
- PDF file requirements: must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.
- EPS file requirements: must be 100% size, 300 dpi minimum. Please embed all images and convert all fonts to outlines.
- TIFF file requirements: must be 100% size, 300 dpi minimum for halftones, 1200 dpi for line art. Please flatten any layers. When saving TIFFs, we recommend that you do not use compression and do not embed color profiles.
- Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on a printed proof and we will ensure that your ad is placed properly.
- Color: ads must use CMYK color only (4-color process). RGB color or spot colors (such as Pantone colors) are not acceptable. There may be an additional charge for converting artwork to 4-color process (CMYK).
- Laser or inkjet proofs are acceptable for content only, and cannot be used to guarantee color.
- Media accepted: CDs, DVDs or files submitted electronically. Submitted media will not be returned unless requested.
- Please DO NOT submit your ad in MS Word, Printshop Deluxe or Publisher. These files will need to be recreated and you will be charged according to the size of the ad.



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MULTIMEDIA SCREEN ADS

Available on the inside of the Circulator itself displayed on a state-of-the-art, multimedia screen positioned in the front of the vehicle.

	COST PER MONTH (12 Buses)
1 month	\$1,225
3 months	\$1,025
6 months	\$825
12 months	\$625

** All files must be submitted as a RGB, .jpg at 150 dpi.

*** 12 month advertisers may change artwork every 2 months for a \$100 service fee.

NUMBER OF ADS PER BUS

48

LENGTH PER AD

10 Seconds

AVERAGE NUMBER OF TIMES AD APPEARS PER DAY

105

AVERAGE NUMBER OF RIDERS PER MONTH

273,659

Bleed	10" w x 5.625" h
Trim	10" w x 5.625" h
Live	9.5" w x 5.125" h

* Ad sizes not drawn to 100% scale

ELECTRONIC FILE REQUIREMENTS

- Please supply only JPG files.
- JPG file requirements: must be 150-dpi or better. All fonts must be embedded or converted to outlines.
- Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission.
- Color: ads must use RGB color only. CMYK color or spot colors (such as Pantone colors) are not acceptable. There may be an additional charge for converting artwork to RGB.
- Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.
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HEADLINER + MULTIMEDIA SCREEN BUNDLE

Maximize your visibility on the interior of the Circulator by advertising on both a **Headliner Ad**, horizontal signage above large windows, stretching from the front to the back of the vehicle and a **Multimedia Screen Ad**, displayed on a state-of-the-art multimedia screen positioned in the front of the vehicle.*

COST PER MONTH (Headliner - 20 Buses) (Monitor - 12 Buses)

1 month	\$2,050
3 months	\$1,850
6 months	\$1,650
12 months	\$1,450

* 12 month advertisers may change headliner artwork every 6 months for a \$250 service fee
 ** 12 month advertisers may change multimedia screen artwork every 2 months for a \$100 service fee
 *** As a courtesy to tax-exempt, non-profit organizations, we offer a 15% discount off the above prices

HEADLINER AD

Bleed	25" w x 12" h
Trim	24" w x 11" h
Live	23" w x 10" h

* Ad sizes not drawn to 100% scale
 ** If ad bleeds, add 1" bleed to all sides of ad dimensions above.

NUMBER OF ADS PER BUS

22 (Advertiser limited to one ad per bus)

AVERAGE NUMBER OF RIDERS PER MONTH

273,659

* Electronic file requirements for both Headliner Ads and Flat Screen Monitor Ads may be located on back/second sheet.



MULTIMEDIA SCREEN AD

Bleed	10" w x 5.625" h
Trim	10" w x 5.625" h
Live	9.5" w x 5.125" h

* Ad sizes not drawn to 100% scale

NUMBER OF ADS PER BUS

48

LENGTH PER AD

10 Seconds

AVERAGE NUMBER OF TIMES AD APPEARS PER DAY

105

AVERAGE NUMBER OF RIDERS PER MONTH

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HEADLINER + MULTIMEDIA SCREEN BUNDLE



FRONT VIEW



REAR VIEW



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HEADLINER + MULTIMEDIA SCREEN BUNDLE

HEADLINER AD

Bleed	25" w x 12" h
Trim	24" w x 11" h
Live	23" w x 10" h

MULTIMEDIA SCREEN AD

Bleed	10" w x 5.625" h
Trim	10" w x 5.625" h
Live	9.5" w x 5.125" h

ELECTRONIC FILE REQUIREMENTS

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DID YOU KNOW...

This bus contributes to a ride that is at least 35% quieter than typical city buses.

CHARM CITY
CIRCULATOR

...lator.com

TAIL ADS

Available on the exterior or interior back of the vehicle.

EXTERIOR

Cost per Month	\$1,350
Number of Bus Tails	1
Minimum Number of Months	3
TOTAL	\$4,050

Bleed	84.25" w x 27.875" h
Trim	82.25" w x 25.875" h
Live	80.25" w x 23.875" h

* Ad sizes not drawn to 100% scale

INTERIOR

Cost per Month	\$899
Number of Bus Tails	1
Minimum Number of Months	3
TOTAL	\$2,697

Bleed	62" w x 25.25" h
Trim	60" w x 23.25" h
Live	58" w x 21.25" h

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