



Jule Transit Advertising Policy

INTERIOR ADVERTISING

Frequently Asked Questions

1. Are there rules about what my ad can contain?

Advertiser warrants that all approved designs do not infringe upon any trademark or copyright. Advertiser agrees to defend, indemnify and hold the City of Dubuque, its officers and employees free and harmless from any and all loss, liability, claims and demands, including attorney's fees arising out of the character, contents or subject matter of any copy displayed or produced pursuant to this Contract.

All advertisements shall conform to recognized business standards, and shall not conflict with the laws of the United States, the state of Iowa and the City of Dubuque. Graphics, artwork, and copy of advertisements are expected to be of high quality.

2. Who prints the ads and who installs them?

The advertiser is responsible for the design and printing of all posters. Jule Transit staff will install posters on buses.

3. What are the ad dimensions?

Posters must be 11 inches tall to fit into the ad racks.

11" x 17" landscape (horizontally printed) or 8.5" x 11" portrait (vertically printed) are common ad sizes.

4. How many ads should I print?

15 posters allows for one ad per bus. If you have multiple ads you'd like posted, bring enough copies of each to accommodate 15 vehicles and note this on your "Poster Submission Form".

5. What type of paper should be used for printing?

To ensure that the ad remains intact and attractive for the display period, heavy card stock is recommended. Depending on the length of the posting (2 months or more) and weather (snow, ice, etc) during the posting period, laminating is also recommended.

6. Where do I take the posters to get them displayed?

Posters must be delivered to The Jule office (950 Elm St, Dubuque, IA 52001).

7. When do I need to bring in my posters? How long does it take to get them on the bus?

Posters are placed into the buses within 2-3 days of being delivered, depending on service schedules, weather, and desired posting dates provided by the advertiser.

8. What happens to my poster at the end of the display period?

No posters will be saved upon expiration unless otherwise requested and approved prior to posting.

Posters that are damaged during the display period are removed and recycled.

9. How much does it cost to advertise on the inside of the buses?

No posters will be saved upon expiration unless otherwise requested and approved prior to posting.

RATES:

<u>Duration</u>	<u>Rate</u>
1 month	\$100.00

<u>Duration</u>	<u>Rate</u>
6 months	\$600.00

<u>Duration</u>	<u>Rate</u>
12 months	\$900.00

The Jule Advertising Contract

THE JULE
City of Dubuque
950 Elm St
Dubuque, IA 52001
(563) 589-4196

Advertiser: _____

Phone: _____

Address: _____

Advertiser Representative: _____ **Email Address:** _____

The Jule agrees to display and maintain advertising boards in the available 15 fixed-route buses in transit system.

I agree to the following terms:

Contract period will be from: _____ **to** _____

Payment for this period will be _____ **Payment type:** _____

Full payment is due upon receipt of posters and prior to placement. Advertisers may have posters replaced with new copy no more than once per month during the contract period. The advertiser understands that posters will be inspected regularly, and any damaged posters will be replaced only when copies become available. At the end of the advertising period *The Jule* will dispose of all posters in their possession concerning this agreement, unless prior arrangements has been made for their return.

Advertiser

Transit Manager

Date

Date

If the City is prevented from posting or maintaining any of the spaces by causes beyond its control of whatever nature, including but not limited to acts of God, strikes, work stoppages or picketing, or in the event of damage or destruction of any of the spaces, or in the event the City is unable to deliver any portion of the service required in this Contract, including maintenance, this Contract shall not terminate. Credit shall be allowed to Advertiser at the standard rates of City for such space or service for the period that such space or service shall not be furnished or shall be discontinued or suspended. The City may discharge this credit, at its option, by furnishing advertising service on substitute spaces, to be reasonably approved by advertiser, or by extending the term of the advertising service on the same space for a period beyond the expiration date.

The City reserves the right to terminate this Contract for convenience upon ninety (90) days written notice, by certified mail, to Advertiser should the City elect to discontinue advertising on all or part of the City's fleet. All advertising displays at the time of the Contract termination will continue to remain in place through the expiration of the terms of the applicable contract.

Upon default in the payment of the Contract indebtedness or any part thereof, as the same shall become due and payable, the entire amount of the indebtedness contracted for herein shall be matured and shall be due and payable immediately, at the option of the City, and unless same is promptly paid, the City may, at its option, discontinue without notice the advertising contracted for herein: provided, however, that such discontinuance shall not relieve the Advertiser of the contract indebtedness. All payments in arrears shall bear interest at the highest contract rate permitted by law, not to exceed 1-1/2% per month. In addition, Advertiser shall pay the City all costs and expenses of exercising its rights under this Contract, including reasonable attorney's fees and all reasonable collection agency fees.

This Contract constitutes the entire agreement between the City and Advertiser. The City shall not be bound by any stipulations, conditions, or agreements not set forth in this Contract. Waiver by the City of any breach of any provision shall not constitute a waiver of any other breach of that provision or any other provision.