



Jule Transit Advertising Policy **NON PROFIT INTERIOR ADVERTISING**

Posters are displayed on the interior of the transit buses as a free service for non-profit organizations. For the purpose of accessing this service, the non-profit service or organization must possess a tax-exempt status.

(Per Federal IRS code, to be tax-exempt as an organization described in IRC Section 501(c)(3) of the Code, an organization must be organized and operated exclusively for one or more of the purposes set forth in IRC Section 501(c)(3) and none of the earnings of the organization may inure to any private shareholder or individual. In addition, it may not attempt to influence legislation as a substantial part of its activities and it may not participate at all in campaign activity for or against political candidates)

Frequently Asked Questions

1. How do I know if my organization is eligible for free interior advertising?

Free advertising space is available to non-profit organizations on an as-available basis.

2. 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.

3. 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.

4. What are the ad dimensions?

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

11"x17" landscape (horizontally printed) or 8.5"x11" portrait (vertically printed) are common ad sizes.

5. 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".

6. 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.

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

Posters must be delivered to The Jule office (950 Elm St, Dubuque, IA 52001) along with the completed and signed "Poster Submission Form".

8. 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 non-profit in their "Poster Submission Form".

9. 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.



POSTER SUBMISSION FORM

To be completed by the party submitting posters for display
Please submit this form with the posters

Date Submitted: _____

Organization: _____

Contact Person: _____

Phone #: _____

Initial Display Date: _____

Display Expiration Date: _____

Organization Representative Signature

Jule Transit/City Representative Signature

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.

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.