



University of Colorado
Boulder

Transportation Services

3205 Marine
443 UCB
Boulder, Colorado 80309-0443
Phone (303) 492-7152
Fax (303) 492-1554

Advertising Contract

Date: _____

Advertiser: _____

Contact Name: _____

Contact Phone Numbers: _____

Fax Number: _____

E-Mail Address: _____

Address: _____

City, State, Zip: _____

Advertiser's Signature: _____

Salesperson: _____

Product or Service to be advertised: _____

Month or Semester in which ad will run: _____ Continual

Anticipated installation date: _____

Amount and manner of payment: I.N. Check Speed Type _____

The parties agree that the persons signing above are, in fact, bona fide and possess full and complete authority to bind said parties, and that this Advertising Contract is governed by the terms and conditions set forth on the "Terms & Conditions of Advertising Agreement" document.

Rates are established based on the utilization of the size of the bus and the exposure your ad will receive.

Advertise on multiple size buses – 10% Discount!

Monthly	30 days
Semester	4 Months (September-December)(January-April)(May-August)
Yearly	3 Semesters

# of Ads	# of Buses	Bus Size	University affiliated		Non-university affiliated	
			Year / Semester / Month	Year / Semester / Month	Year / Semester / Month	Year / Semester / Month
_____	3	30' Bus	\$187/\$75/\$35		\$375/\$150/\$75	
_____	10	40' Bus	\$312/\$125/\$62		\$625/\$250/\$125	
_____	5	60' Bus	\$250/\$100/\$50		\$500/\$200/\$100	

- Ad specifications: produce on 80# cardstock, laminate and cut exactly to 17" (w) x 11" (h).
- Advertisements are subject to an ethics review before posting.
- Please make checks payable to the **University of Colorado**.

Terms & Conditions of Advertising Agreement

1. This Agreement is between the Advertiser shown on the reverse side hereof and The Regents of the University of Colorado, a body corporate, contracting on behalf of the University of Colorado at Boulder, for the benefit of the Transportation Center, and concerns the placement of advertising on the inside of Transportation Services ("TS") busses. The busses carry predominantly students during the fall and spring semesters, and persons attending conferences occurring on campus during the summer. The TS may change bus routes and/or frequencies, and such change(s) shall not affect this agreement.
2. The Advertiser agrees to furnish advertisements for said advertising and to deliver the same as designated by the TS at least five (5) days working before the installation date, without expense to the TS. The text and illustrations on cards and/or posters and the paper and/or other display material used shall comply with CUUF (Committee on the Use of University Property) rules and be subject to approval by the TS, whose decision as to acceptability shall be final. The Advertiser shall provide flexibly laminated cards or posters with dimensions after lamination of 11 " by 17 " (height by length) and 3 mils in thickness.
3. Loss of service due to failure of the Advertiser to furnish cards or posters as provided above for installation on the stated commencement date, shall be the Advertiser's loss.
4. Cards or posters become property of the TS upon delivery to the TS. Should the Advertiser's cards or posters be damaged, defaced, mutilated, or spoiled by reason of storm, floods, strikes, ordinary wear and tear, or any other cause, replacement cards or posters shall be furnished by the Advertiser upon the TS's request, without liability or expense on the part of the TS.
5. The Advertiser may choose to discontinue an ad, but is not entitled to any refund.
6. The Advertiser agrees that the TS has the right to discontinue for any reason, advertising placed pursuant to this Agreement, but in such event, the Advertiser shall be given a refund pro rata for the omitted service.
7. Loss of service due to strike, lockout, fire, flood, riot, or other causes beyond the control of the TS shall not constitute a breach of this Agreement, but in such event Advertiser may be entitled to a pro rata refund for such loss, or an extension of the term of service equivalent to the service lost, at the option of the TS, all only in the event that the service loss exceeds twenty percent of the term of the advertising as shown on the reverse side hereof.
8. The TS is not responsible for return of cards or posters after the expiration of the Agreement.
9. Advertising by private vendors may not be changed during the course of this Agreement except as described in Section 4 above. Advertising by University departments may be changed during the course of this Agreement.
10. Advertiser shall indemnify and save harmless the Regents of the University of Colorado, a body corporate, against any liability to which it may be subjected by reason of the advertising material displayed under this Agreement, including, but not limited to, liability or infringement of trademarks, trade names, copyrights, invasion of rights of privacy, defamation, illegal competition or trade practices, failure to pay, as well as all reasonable costs, including attorneys' fees, in defending or bringing any such action or actions.
11. This Agreement becomes effective when executed by the TS and contains the full agreement of the parties, and no representation or assurance, verbal or written, shall affect or alter the obligation of either party hereto.
12. Advertiser acknowledges that this is not an exclusive Agreement for advertising.
13. Advertiser acknowledges that this Agreement does not entitle the Advertiser to any preference regarding the placement of future advertising.
14. No term or provision hereof shall be deemed waived and no breach excused unless such waiver or consent to breach is in writing.
15. The laws of the State of Colorado and rules and regulations issued pursuant thereto shall be applied in the interpretation, execution, and enforcement of this Agreement.

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