



# Buff Bus Advertising

## Contact Us

### Advertising:

Email

[BuffBusMarketing@colorado.edu](mailto:BuffBusMarketing@colorado.edu)

Phone

(303)-735-7152

3205 Marine St, Boulder,  
CO 80303



# About Buff Bus

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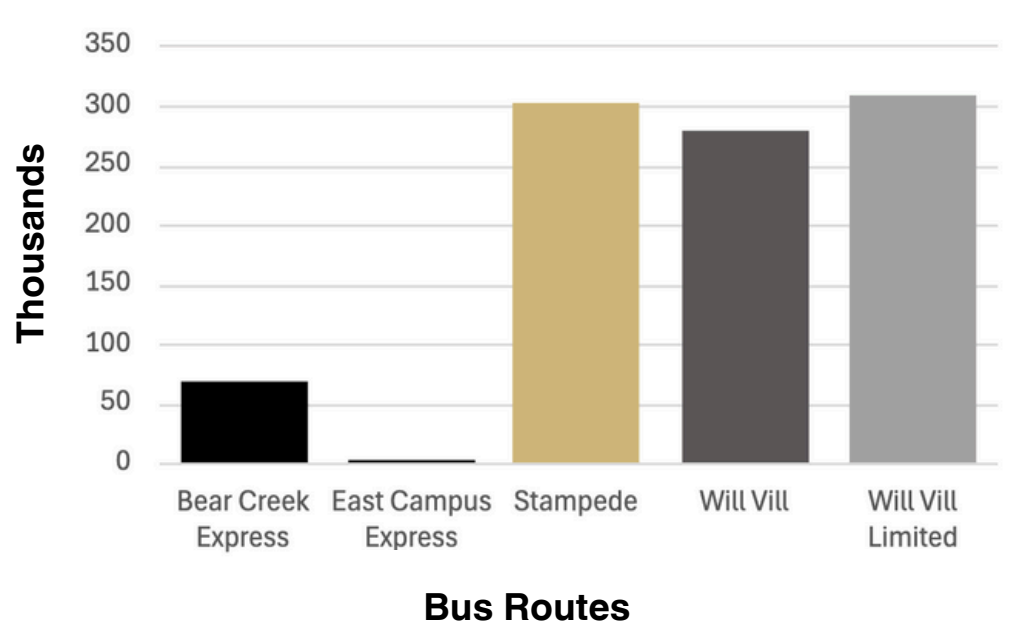
The Buff Bus is provided by the University of Colorado Boulder, offering convenient transportation around campus and nearby areas. Running daily, it helps students, faculty, and staff travel between key campus locations, off-campus housing, and parking lots, ensuring a reliable and accessible ride for the CU Boulder community.

Approximately **one million** passengers board the Buff Bus each year!



# Our Ridership

## Boardings per Line



Bar graph showing Buff Bus boardings per line within the year 2023, with Will Vill Limited, Will Vill, and Stampede having the largest portions.

≈5,000

Boardings per Day

≈1 Million

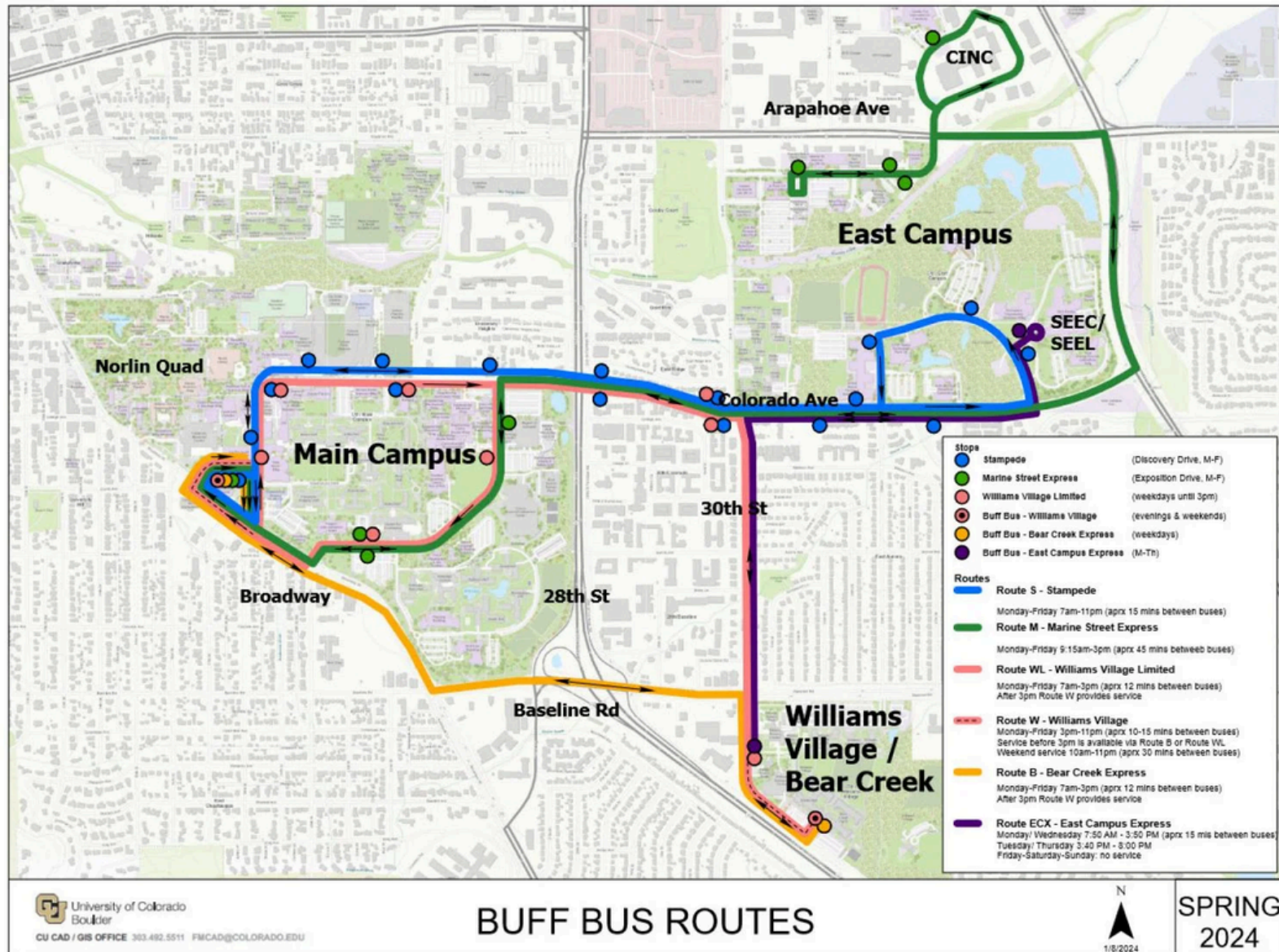
Boardings per Year

- The most popular routes are Will Vill Limited with **32.1%** of total boardings, Will Vill with **29.2%** of total boardings, and Stampede line with **31.4%** of total boardings in 2023.
- Other routes include the Bear Creek Express with **7.1%**, and East Campus Express with less than **0.2%** of total boardings.
- The Will Vill and Stampede routes account for the highest number of riders, serving key student residential areas.



# Our Routes

For more route information visit [www.colorado.edu/map](http://www.colorado.edu/map)



Map displaying the Buff Bus routes, highlighting transit lines including the Stampede, Marine Express, East Campus, Bear Creek, Williams Village, and Williams Village Limited.

# Our Product

## Interior Card 17" x 11"

Cards are placed inside the bus, making them visible to passengers as they travel. These interior cards offer advertisers the opportunity to connect with riders during their journey, ensuring maximum visibility and impact for their messages.



Image of Interior view of a Buff Bus featuring an 11"x17" interior cards displayed above the window

## How to Get Started

**Choose Your Plan** – Select the bus type and duration that fit your advertising goals and complete your advertising contract.

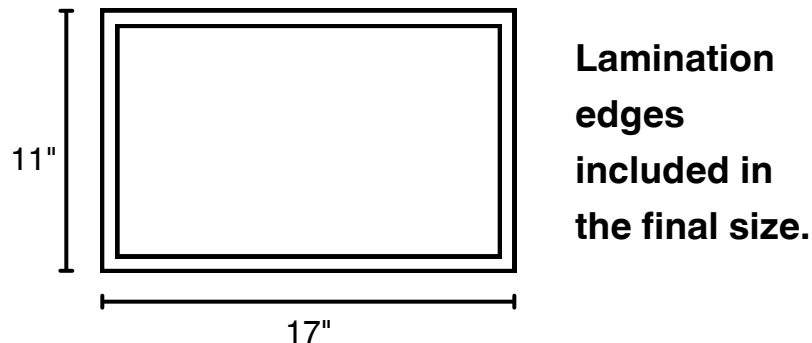
**Submit Your Design** – Ensure your card is printed on 80# cardstock, laminated, and cut to 17" (width) x 11" (height) including lamination edges.

**Review** – All ads are subject to an ethics review before posting.

**Payment** – Make checks payable to the University of Colorado or pay by [credit card](#).

# Ad Submission

## Sizing and Printing



- Sizing and Lamination
  - Printed on 80# cardstock
  - Final size with lamination: 17" x 11"
- High Quality Printing
  - We have had good success with [Ink Spot](#), make sure to specify that you are printing a buff bus ad if working with them.
- Quantity of Ads
  - We will confirm the number of cards to print based on your order.
  - Purchasing one ad means **one design only**.

## Advertising Guidelines

### Prohibited Advertising Includes:

- Alcohol-related ads (liquor stores, manufacturers, bars without food)
- Tobacco and marijuana products or paraphernalia
- Gambling, adult entertainment, or sexually explicit content
- Political, discriminatory, or issue-oriented ads
- Guns, ammunition, and related products
- Competitor universities and any ads implying CU Boulder endorsement without approval

### Important Notes:

- If alcohol mentioned ads must include a "drink in moderation" statement (12-pt font).
- All ads must follow university policies (e.g., branding, computer use, copyright).

### For complete details, visit:

[University of Colorado Boulder Advertising Guidelines](#)

# Advertising Rates and Types

## Bus Types

**40'**

Bus Capacity: **60-65**

Typical Routes: **East Campus** and **Stampede**

**60'**

Bus Capacity: **90-100**

Typical Routes: **Will Vill** and **Bear Creek**

\*See our ridership and routes (pg. 3-4) for more information\*

*Disclaimer: Routes are subject to change, and we cannot guarantee that these buses will always operate on the specified routes.*

## Duration

- **Monthly:** 30 days
- **Semester:** (August–December or January–May)
- **Year:** Full academic year (August–May)

## Affiliation

- **Affiliated:** Rates for CU departments or partners
- **Unaffiliated:** External advertisers

## Payment

Forms of Payment:

- Check
- [Credit Card](#)
- SpeedType

Make checks payable to **University of Colorado**

Bus Type	Monthly Affiliated	Semester Affiliated	Year Affiliated	Monthly Unaffiliated	Semester Unaffiliated	Year Unaffiliated
<b>40'</b>	\$110	\$205	\$525	\$145	\$290	\$780
<b>60'</b>	\$120	\$240	\$605	\$220	\$440	\$1,100

The prices listed above represent the total cost for placing an ad order, which includes placement of one printed ad inside each bus of that type.