



# 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

---

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 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.

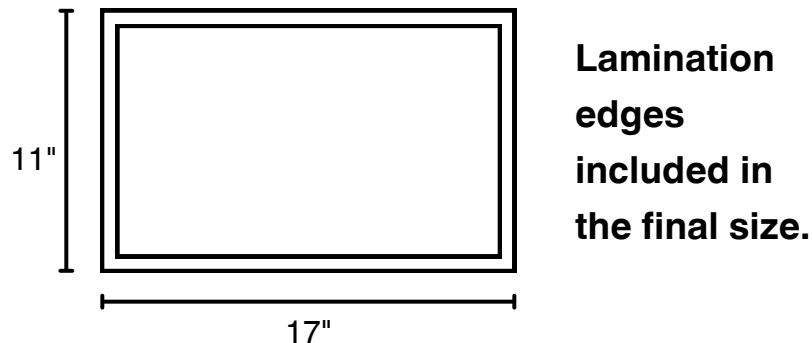
**Submit Your Design** – Ensure your card is printed on 80# cardstock, laminated, and cut to 17" (width) x 11" (height) including lamination edges.

**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

## 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	Affiliated Monthly One Ad Design Per Month	Affiliated Semester One Ad Design Per Semester	Affiliated Year One Ad Design Per Year	Unaffiliated Monthly One Ad Design Per Month	Unaffiliated Semester One Ad Design Per Semester	Unaffiliated Year One Ad Design Per Year
40'	\$110	\$205	\$525	\$145	\$290	\$780
60'	\$120	\$240	\$605	\$220	\$440	\$1100

The rates listed above reflect the total cost for placing an ad order, which includes the installation of one printed advertisement inside each bus of the selected type.

Please note: printing costs are not included in the ad placement rate. Printing must be arranged separately.