



Buff Bus Advertising

Contact Us

Advertising:

Email

BuffBusMarketing@colorado.edu

Phone

(303)-735-7152

3205 Marine St, Boulder,
CO 80303



About Buff Bus

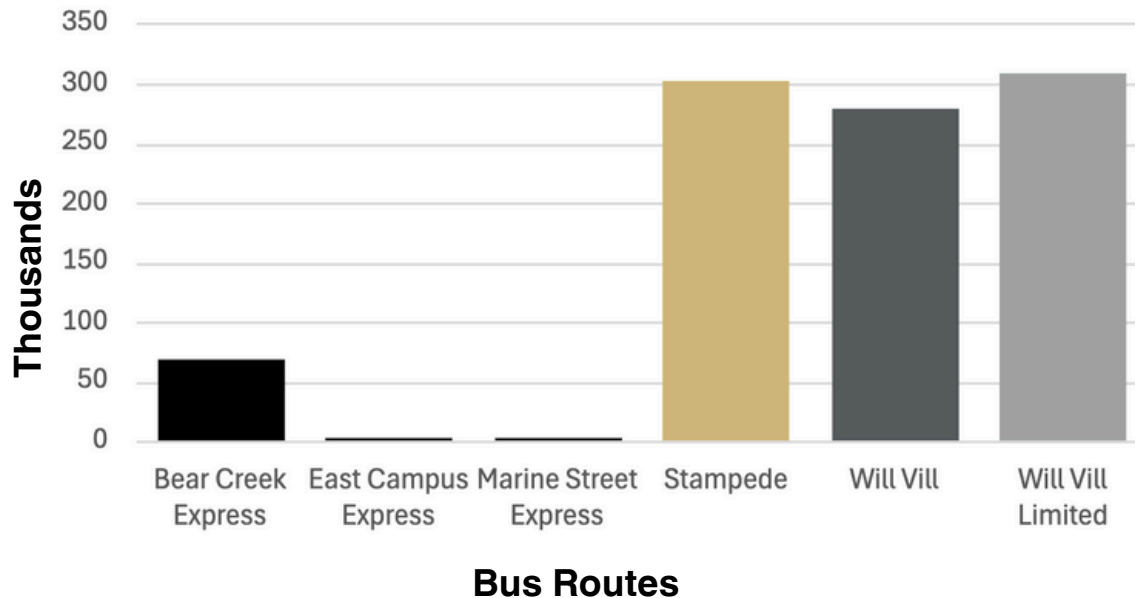
The Buff Bus is provided by the University of Colorado Boulder, offering convenient transportation around campus and nearby areas. Running daily, it helps students, faculty, and staff travel between key campus locations, off-campus housing, and parking lots, ensuring a reliable and accessible ride for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

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



Our 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

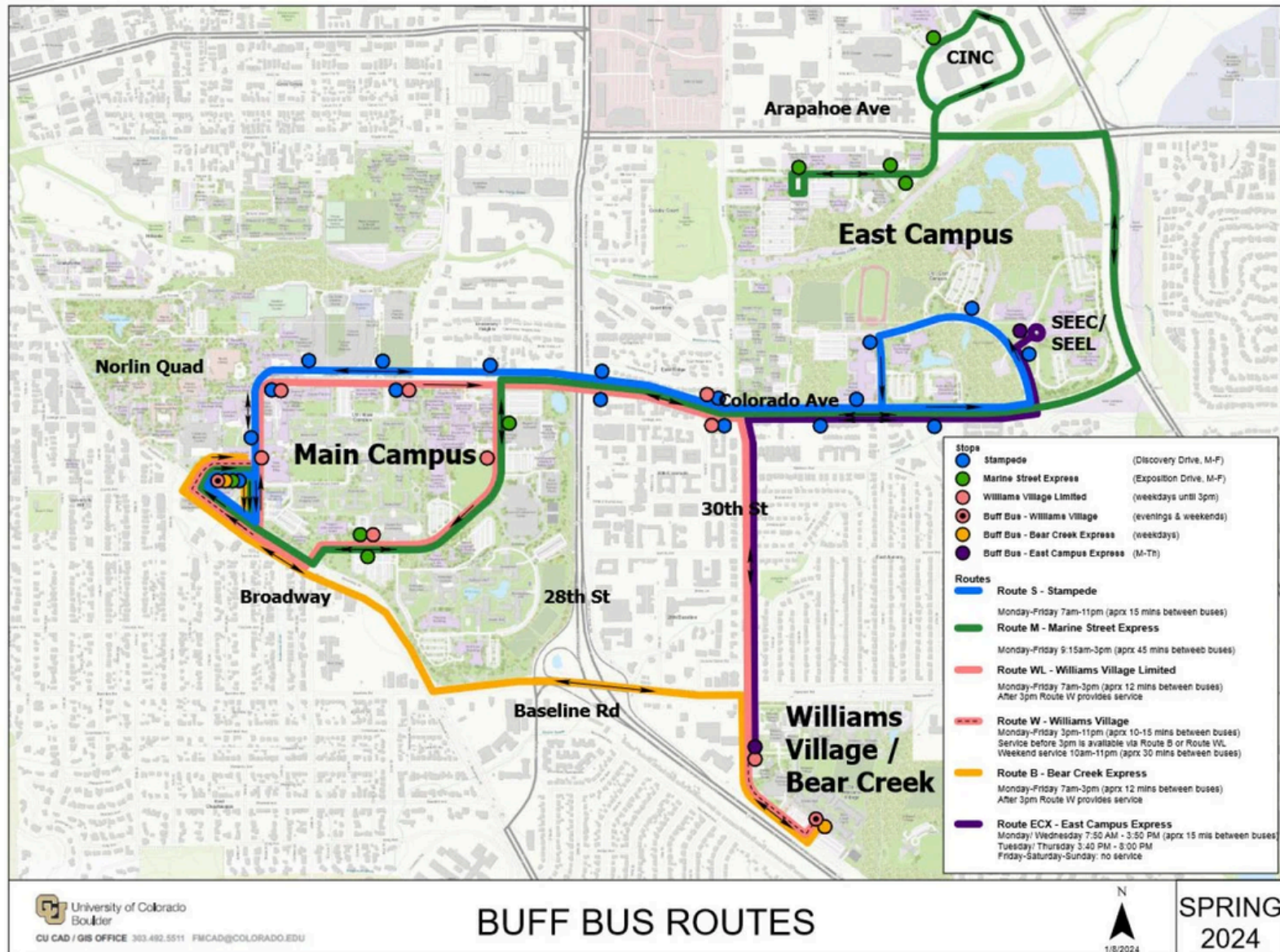
≈1 Million

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 Marine Street Express and East Campus Express which both makeup 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



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.

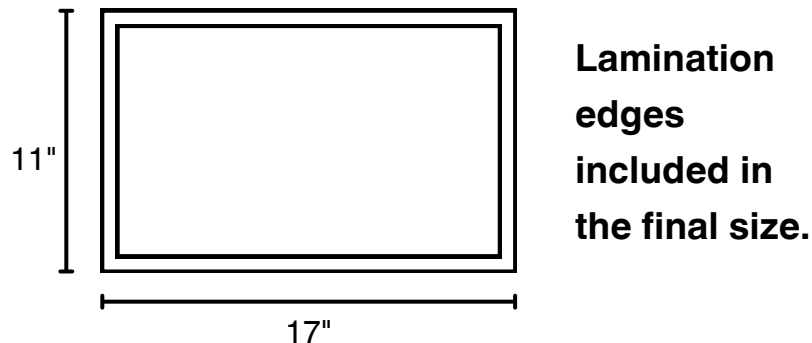
Submit Your Design – Ensure your card is printed on 80# cardstock, laminated, and cut to 17" (width) x 11" (height) including lamination edges.

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

30'

Bus Capacity: **30-35**

Typical Routes: **Marine Express**

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 One Ad Design Per Month	Semester Affiliated One Ad Design Per Semester	Year Affiliated One Ad Design Per Year	Monthly Unaffiliated One Ad Design Per Month	Semester Unaffiliated One Ad Design Per Semester	Year Unaffiliated One Ad Design Per Year
30'	\$85	\$175	\$425	\$125	\$260	\$610
40'	\$110	\$205	\$525	\$145	\$290	\$780
60'	\$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.