



**TROLLEY ADVERTISING  
AGREEMENT & RATE SCHEDULE**

**Pier Park Express, Inc.** (Not-For-Profit)  
1830 Country Club Drive Lynn Haven, FL 32444  
Phone: 850.392.1209 Fax :850.588.4137

[www.PierParkExpress.com](http://www.PierParkExpress.com) [info@PierParkExpress.com](mailto:info@PierParkExpress.com)



# PIER PARK EXPRESS

## TROLLEY ADVERTISING AGREEMENT & RATE SCHEDULE

Salesperson: \_\_\_\_\_

Date: \_\_\_\_\_

AD SIZE: \_\_\_\_\_

Customer Name: \_\_\_\_\_

AD LOCATION: \_\_\_\_\_

# of Ads Purchased: \_\_\_\_\_

NOTES TO PRODUCTION: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

RATE: \_\_\_\_\_

BALANCE DUE: \_\_\_\_\_

AD Run Date (Start): \_\_\_\_\_

AD Run Date (Ends): September 28, '2008

**FULL PAYMENT MUST ACCOMPANY ADVERTISING AGREEMENT  
TO GUARANTEE SPACE**

**ADVERTISEMENT (ARTWORK) MUST BE PROVIDED TO PIER PARK  
EXPRESS, INC. WITHIN 3 DAYS OF SIGNED AND ACCEPTED AGREEMENT.**

**All Advertisements must be approved by Pier Park Express, Inc. and the  
Bay Town Trolley prior to production, and may not include items or  
material that cannot be sold to children. Please see Advertising Poli-  
cies.**

DISK-READY AD

**You May Also FTP your Files to the Following FTP Site:**

FTP Server: ftp.borderlinegraphics.com

FTP Username: files@borderlinegraphics.com

Password: print

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# RATE / SIZE SCHEDULE

## Exterior Panels

Durable Exterior UV protected adhesive vinyl printed and installed



- Side: **\$3,500 per each single panel side**  
 Approx: 22ft x 5.5ft  
 (equates to \$1,833/per month/rolling on highways)



- Rear: **\$3,000 per each single panel back**  
 Approx: 5.8ft x 7.8ft - 3 Trolley Backs  
 (equates to \$1,500/per month/rolling on highways)

## Interior Panels

Durable Interior UV protected adhesive vinyl printed and installed

### Flooring

CHOICE OF LARGE or SINGLE Floor Panels



- Large Floor Panel: **\$900 each**  
 Approx: 2.3ft x 18.6ft 1 Floor Panel Per Trolley
- Single Floor Panel: **\$400 per each single panel**  
 Approx: 2.3ft x 3ft 3 Floor Panels Per Trolley



### Interior Stair Wall Panels

- Front Interior Main Panel: **\$350 per each panel**  
 By Stairs of Public Ingress / Egress  
 Approx: 3.5ft x 3ft 1 Per Trolley
- Side Interior Main Panel: **\$350 per each panel**  
 By side (ADA) Stairs of Public Ingress / Egress  
 Approx: 3.5ft x 3ft 1 Per Trolley

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### Interior ADA Door

- **Main Large ADA Door: \$350 per each single panel**

Public Can See Ad - Opens To Outside  
 Approx: 4ft x 3.5ft - 1 Per Trolley



- **Wall Calendar of Events \$200 per each single panel Bottom Ad**

Approx: 13.5 inches wide x 24 inches high Full Size

Calendar of Local Events will be placed at the top, with the bottom portion available for advertising.

Approx: 13.5 inches wide x 10 to 12 inches height  
 (For Bottom Ad Section)

- **Interior Panels Ceiling \$250 Per Each Panel**

Approx: 1.8ft x 4ft 4 panels per Trolley – 12 Panels Total



- **Rack Card Advertising**

All cards are full color front & back, 14 pt heavyweight card stock, and include glossy aqueous coating on both sides

20,000 Rack Cards  
 4 ads on back

**\$750 per ad**

Or

20,000 Rack Cards  
 1 ad on back

**\$3,000 Full Back**



- **Trolley Stops: \$500 Per Trolley Stop**

Business Name and Web Address on Trolley Stop  
 Approx: 10.6 inches Wide x 14.6 inches High

1 Name Plus Business Web Address Per Trolley Stop Sign

Located on the upper portion of the Trolley Stop Sign directly below the Pier Park Express header and above the Pier Park Express Route Map.

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## TERMS & CONDITIONS

### **ART FOR AD BUILDS:**

The quality of materials that you supply for ad builds is the quality that you will receive in your ad. All art, including logos, maps, borders, illustrations etc., must be clean & clear. Any photos that are to be used must be originals and not pre-printed.

### **PREFERRED MATERIAL:**

For Optimum Results Digital Files Are Preferred.

We accept Adobe Illustrator (make sure to set fonts to outline), Adobe Photoshop files; Adobe PDF, TIFF or EPS file formats for all placed artwork within your layout. All placed artwork and files that are to be printed in color MUST be in CMYK file format at a minimum of 100dpi – 150dpi is preferred. A Full Color Postscript digital proof (pdf) is required with all digital files supplied.

You MUST include all fonts used in your ad, or set all fonts to outlines. We cannot be responsible for missing fonts.

### **ELECTRONIC MEDIA ACCEPTED:**

DVD and CDs are accepted in MAC format. Floppy disks are NOT accepted.

### **FONTS:**

You must include ALL SCREEN & PRINTER FONT FILES.  
Fonts in Adobe Illustrator files should be set to outline.

### **WE DO NOT ACCEPT FILM NEGATIVES.**

### **FTP YOUR AD TO US:**

You may FTP your ad to us if you have the production specs above.

### **FTP (FILE TRANSPORT PROTOCOL):**

For the MAC use "Fetch" and for the PC use "WS\_FTP"

FTP Username: **files@borderlinegraphics.com**

Password: **print**

FTP Server: **ftp.borderlinegraphics.com**

To prevent errors, we suggest compressing files with Stuffit Deluxe 5.  
Name the compressed files in lowercase. Spaces and special control characters are generally not a good idea.

\* If you wish to place an Advertisement. Please contact Pier Park Express, Inc. for **A FULL ADVERTISING AGREEMENT.**

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