



2021 FREE SUMMER SHUTTLE INTERIOR AD SPECS

Contact: Howard Lee at hlee@coronado.ca.us, (619) 522-2423

From/To	Art Deadline
June 6 - July 5	May 24, 2021
July 6 - August 5	June 22, 2021
August 6 - September 6	July 23, 2021

AD RATES

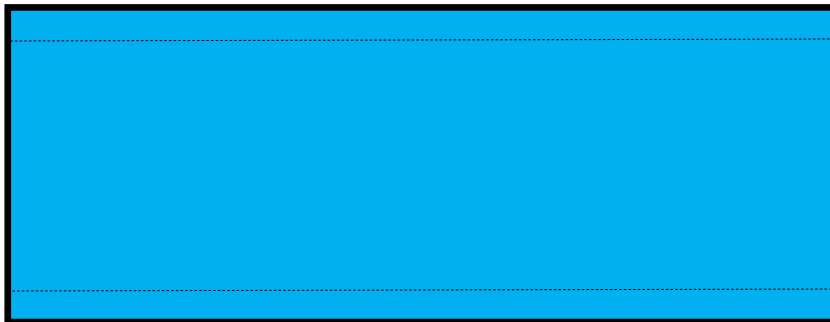
\$75 per month — nonprofits
\$125 per month — businesses
 Reserve on a monthly basis.

- Cost includes printing, installation and placement of one ad for approximately one month.
- Seen by up to 1,000 riders /day.
- Shuttles will operate from June 6 to September 6, 2021.

BUS INTERIOR AD (11" X 27")



27"



1"
 9" 11"
 1"

FOUR FREE Summer Shuttles

- June 6 to September 6
- FREE all summer
- 7 days a week
- Runs every 15 minutes
- Sunday to Thursday
9:00am to 9:30pm
- Friday and Saturday
9:00am to 10:30pm

Specifications:

Finished Size: 27" x 11"

Live Area: 27" x 9" (leave 1" top and bottom for channel)

- Layout at 100% final size
- Include crop marks and bleeds
- 300 dpi – JPG or PDF (print quality)

Provide for Production:

- Contact Howard Lee via email for more information on how to provide files to the City electronically; external devices like USB drives and CDs/DVDs will not be accepted.
- All font files
- All Images scanned high resolution at 300 dpi at 100%