

**CENTRAL TEXAS RURAL TRANSIT DISTRICT /  
CITY AND RURAL RIDES**

**Bus Wrap Advertising**



**Toll Free: 1-800-710-2277**  
**Phone: 325-625-4491**  
**Website: [www.cityandruralrides.com](http://www.cityandruralrides.com)**

## Bus Wrap Advertising

*Why should your company advertise using Bus Wraps?*

**Because we do the work for you!**

Bus wrapping is a cost effective way to turn a CARR Bus in to a professional and highly noticeable ‘billboard on wheels’! Instead of hoping your potential customers pass by your billboard ad or happen to stumble across your telephone book ad... **why not let CARR take your ad to them?**

CARR covers 11 counties including Brown, Callahan, Coleman, Eastland, Erath, Nolan, Runnels, Shackelford, Stephens, and Rural Taylor. That’s a combined estimated population totaling upward of 290,000!

To put it simply—we go to where the people are; shopping malls, grocery stores, medical facilities, restaurants, and other local businesses.

Why not let our ‘billboards on wheels’ get your business out there?

*Don’t force potential customers  
to search out your advertisement...*

*Don’t wait for potential customers  
to notice your advertisement...*

**Get your advertisement to the people!!**

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## Bus Wrap Advertising

### *Bus Wrap Pricing—Manager's Special*

Pricing is based on a 9 or 12 month contract.

**9 month contract = 1 month free advertising!**

**12 month contract = 2 months free advertising!**

Full Back			Half Back	
Units	Cost/ Month		Units	Cost/Month
1 Bus	\$100	1 Bus	\$75	
2-5 Buses	\$90	2-5 Buses	\$65	
6+ Buses	\$75	6+ Buses	\$50	

*Prices are subject to change. Please verify pricing with a CARR Representative.*

Pricing listed above is for rental of the advertising space on a CARR Bus—this price does not include Art/Graphic Design, Installation, and/or Removal of Wrap. A contract coordinated by CTRTD must be completed prior to the posting of any advertisement. All advertisements must adhere to CTRTD's Bus Wrap Advertising Policy and must be approved by CTRTD Management prior to the installation. CTRTD will make every reasonable effort to ensure CARR Buses with advertisements receive the maximum amount of service hours possible within CTRTD vehicle maintenance/service procedures.

Production, installation, and removal of wrap is estimated at a one-time fee of \$400—\$900. Art/Graphic Design are optional. This fee should be coordinated with and paid directly to the business providing this service.

**Signs, Wraps, & Graphics Company previously used by CARR**

*Alan Rodgers, Ace's Full  
Early, Tx  
325-203-6503*

# CENTRAL TEXAS RURAL TRANSIT DISTRICT / CITY AND RURAL RIDES

## Bus Wrap Advertising

### *Bus Wrap Advertising Policy*

Advertising on all Central Texas Rural Transit District (CTRTD) / City And Rural Rides (CARR) vehicles shall comply with this policy. CTRTD will provide only allotted advertisement space for the specified timeframe as per the official contract signed by CTRTD General Manager and Advertiser. CTRTD will make every reasonable effort to ensure CARR Buses with advertisements receive the maximum amount of service hours possible within CTRTD vehicle maintenance/service procedures. CARR Buses cannot be strictly confined to a route/county, however CTRTD will make every effort possible to ensure CARR Buses with advertisements adhere primarily to areas the advertised product, organization, venture, and/or services are available.

Under the Federal Trade Commission Act, advertising must be truthful and non-deceptive, have evidence to back up their claims, and cannot be unfair.

All advertising will be respectful and be consistent with community standards of decency as determined by CTRTD. Advertisements for promotional and commercial purposes will be accepted. Promotional advertising is defined as 'of or relating to the publicizing of a product, organization, or venture so as to create/increase public awareness'. Commercial advertising is defined as 'of or relating to economic interests and offers for sales of a product or service making or intending to make a profit'. Religious advertising will be accepted but restricted to photo pertaining to religious affiliation, name of church, address, telephone number, web address, and hours of worship.

The following types of advertisements will not be accepted:

- Advertising that promotes violence, crime, anti-social behavior, and/or any illegal activities.
- Advertising which violates any federal, state, or local law.
- Advertising which is false, misleading or deceptive.
- Advertisements with obscenities, which are defined as 'any offensive specific and/or implied word and/or image.
- Advertising containing sexually-explicit subject matter.
- Advertising promoting alcohol and/or tobacco products.
- Advertising promoting firearms or firearm related products.

CTRTD Management will review and approve all proposed advertisements prior to application/installation of bus wrap to ensure compliance with this policy as well as any affect the design may have on operations, maintenance, and safety. In the event that a specific advertisement is found to not comply with this policy, Advertiser may appeal to the CTRTD General Manager, whose decision will be final.

CTRTD reserves the right to refuse service at any time with and/or without cause given.

CTRTD will, at no time, assume responsibility for any damage caused by vinyl advertisements.