



VICTORVILLE
BAP

BUSINESS ADVERTISING PARTNERSHIP

The More They See,
The More They Buy!



ADVERTISING APPLICATION & CONTRACT



Thank you for your interest in participating in the Business Advertising Partnership (BAP) Program.

Please complete the following application and return to the City of Victorville BAP/ Public Works Dept., PO Box 5001, 14343 Civic Drive, Victorville, CA 92393. **Application must be submitted for processing and approval of advertisement prior to printing advertisement.** For more information, please call Ro Ratliff at 760.955.5217 or email at rratliff@victorvilleca.gov. Email application or fax to 760.269.0096.

This page kept intentionally blank.

BUSINESS NAME _____

MAILING ADDRESS _____

REPRESENTING ADVERTISER / PROJECT NAME _____

CONTACT PERSON _____

PHONE _____

CELL _____

FAX NUMBER _____

EMAIL ADDRESS _____

By signing below, I hereby agree to the terms and conditions outlined in this contract and hereby authorize the City of Victorville to display and maintain advertising specified in accordance with the Terms and Conditions of this contract.

Name (Print) _____ Title _____

Signature _____ Date _____

FOR INTERNAL USE ONLY

Business License # _____ Contract Installation Date(s) _____

License Expiration: _____ Contract Removal Date(s) _____

Payment Confirmation: Cash \$ _____ Check No. _____ \$ _____

CONTRACT APPROVAL DATE _____ ARTWORK APPROVAL DATE _____



SIGNING UP IS EASY!

- 1 Select a location
- 2 Figure out a budget
- 3 Pick a start date and duration
- 4 Design and print your ad

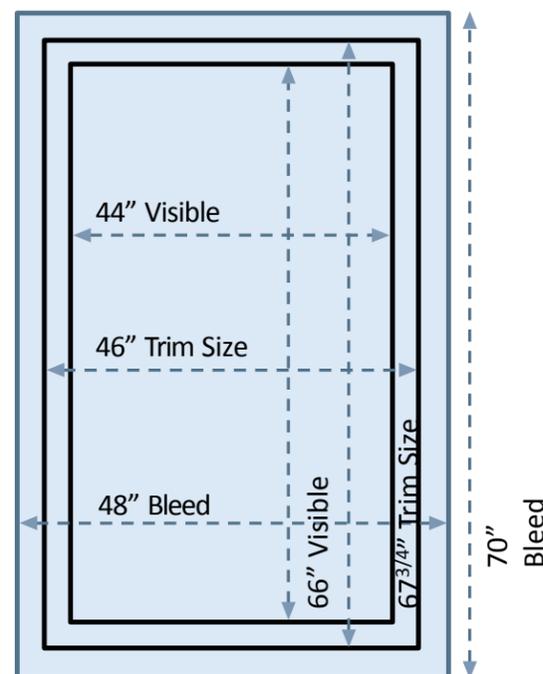
4 Design and print your ad*!

The advertisement copy should be of high quality resolution. The overall final trimmed size of the board is 46" wide x 67^{3/4}" tall. We recommend a minimum of 540 dpi on 4mm Bright White Corrugated Plastic.

When preparing your art, we suggest you leave one inch on each side for bleed to for printer, to avoid trimming the image.

Please contact the printer of your choice for the file types they will accept.

Final printed ready to install ads should arrive a minimum of seven business days before scheduled installation date. Deliver to: City of Victorville Public Works Dept., Attn: Louie Rodriguez, 14177 McArt Rd, Victorville, CA 92392. Deliveries are accepted Mon-Thurs between 8 a.m. and 4:30 p.m. For more information, please call 760.955.5217.



Please refer to City of Victorville BAP Terms and Conditions for more information. All ads must include statement: "The views expressed in this advertisement do not necessarily reflect the views of the City of Victorville or the Victorville Transit Authority."

Reach thousands of Victor Valley potential customers on a daily basis with a BAP advertisement in the City of Victorville. All bus shelters are located in highly traveled areas of Victorville, one of the largest cities in the High Desert of Southern California.

You may effectively target specific demographics with your message reaching out to future customers.

Not only does foot traffic and drive by traffic see the bus shelters, the Victor Valley Transit Authority (VVTA) provides more than 725,963 rides annually, just in the City of Victorville.

If you are looking to reach pedestrian and vehicular traffic with your marketing

message, the bus shelter advertising program in the City of Victorville may be just the right medium for your next ad campaign. Bus Shelters are placed on heavily traveled Victorville streets with lots of potential readers on the walkways and driving by.

Select your desired locations and start reaching your audience today!

Each bus shelter has two highly visible panels for your advertisement. The shelter ads are available on a monthly basis. Contact us for locations throughout Victorville. New locations added regularly!

For more information, please call our Business Advertising Partnership Program representative at Public Works Dept., 760.955.5217.

* Design and printing services are available through the BAP program if you do not have resources available.



Monthly Rates Per Location, Per Side.

Contract	Mo. Rate	Total
1 Month	\$325	\$325
3 Months	\$315	\$945
6 Months	\$295	\$1,770
9 Months	\$275	\$2,475
12 Months	\$250	\$3,000

Please add \$50 for each individual board, per side, for installation.

BAP Advertisements prices above are for the space only. Client must provide ready-to-install advertisement. Please see art preparation guidelines before providing final boards.

Please refer to City of Victorville BAP Advertising Terms and Conditions for more information.

Reserved space must be paid in full at time of contract. Make checks payable to the City of Victorville.

For more information, please call the City of Victorville BAP Program / Public Works Dept at 760.955.5217, or email rratliff@victorvilleca.gov.

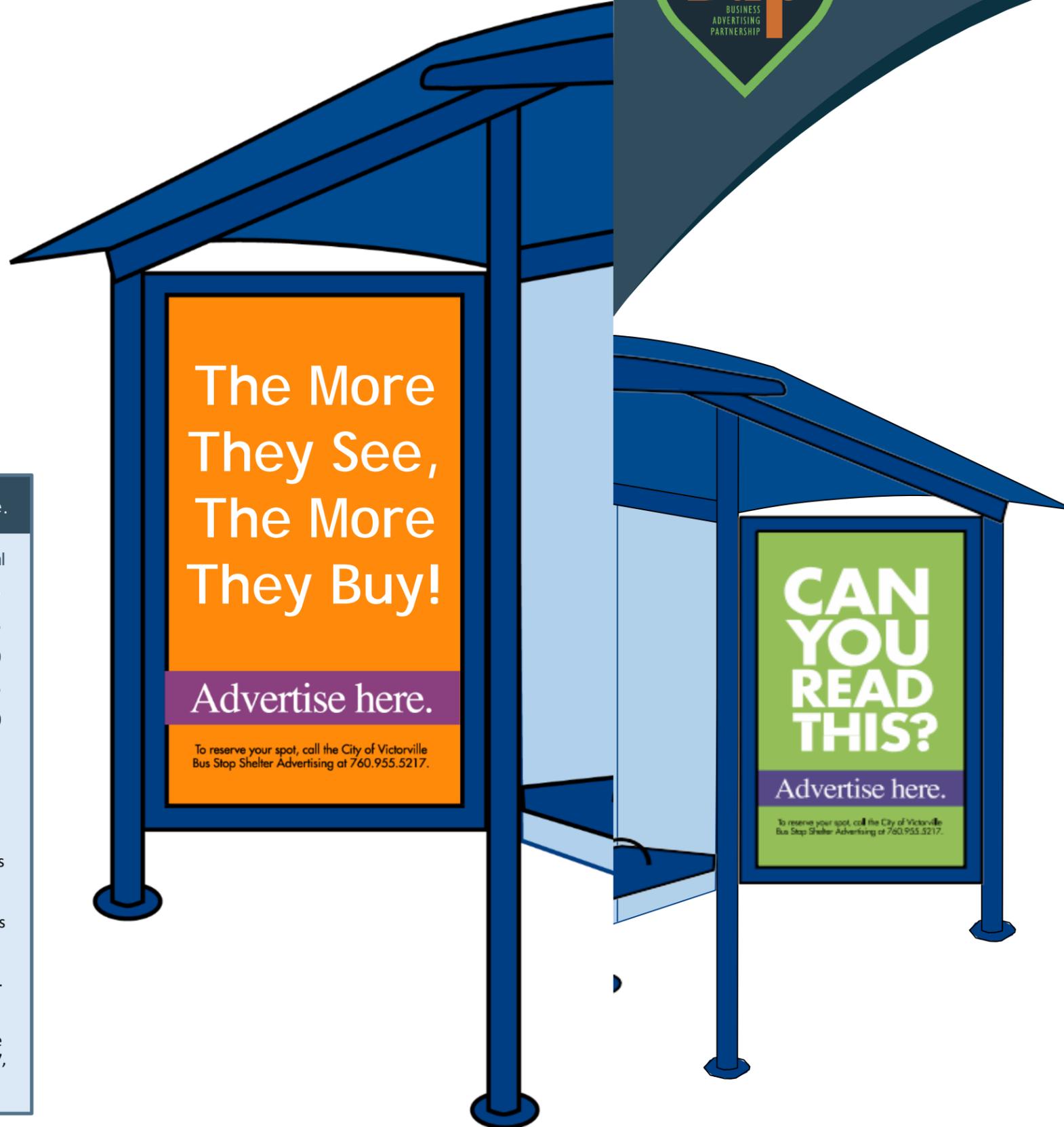


Figure out the total costs:

SUB-TOTAL	_____
DISCOUNT 1	_____
DISCOUNT 2	_____
PRINTING	_____
GRAPHIC DESIGN	_____
GRAND TOTAL	_____
MONTHLY PAYMENT (IF APPLICABLE)	_____

The above calculations are accurate: _____
Client initial

Make checks or cashiers checks payable to the City of Victorville. Return to the City of Victorville Business Advertising Partnership Program (BAP) / Public Works Dept., PO Box 5001, 14343 Civic Drive, Victorville, CA 92393.

Application must be submitted for processing and approval of advertisement prior to printing advertisement.

For more information, please call Ro Ratliff at 760.955.5217 or email at rratliff@victorvilleca.gov. Email application or fax to 760.269.0096.



SIGNING UP IS EASY!

BAP Advertising monthly rates per location, per side/board.

Contract	Monthly Rate
1 Month	\$325
3 Months.....	\$315
6 Months.....	\$295
9 Months.....	\$275
12 Months.....	\$250

1 Select a location

2 Figure out a budget

3 Pick a start date and duration

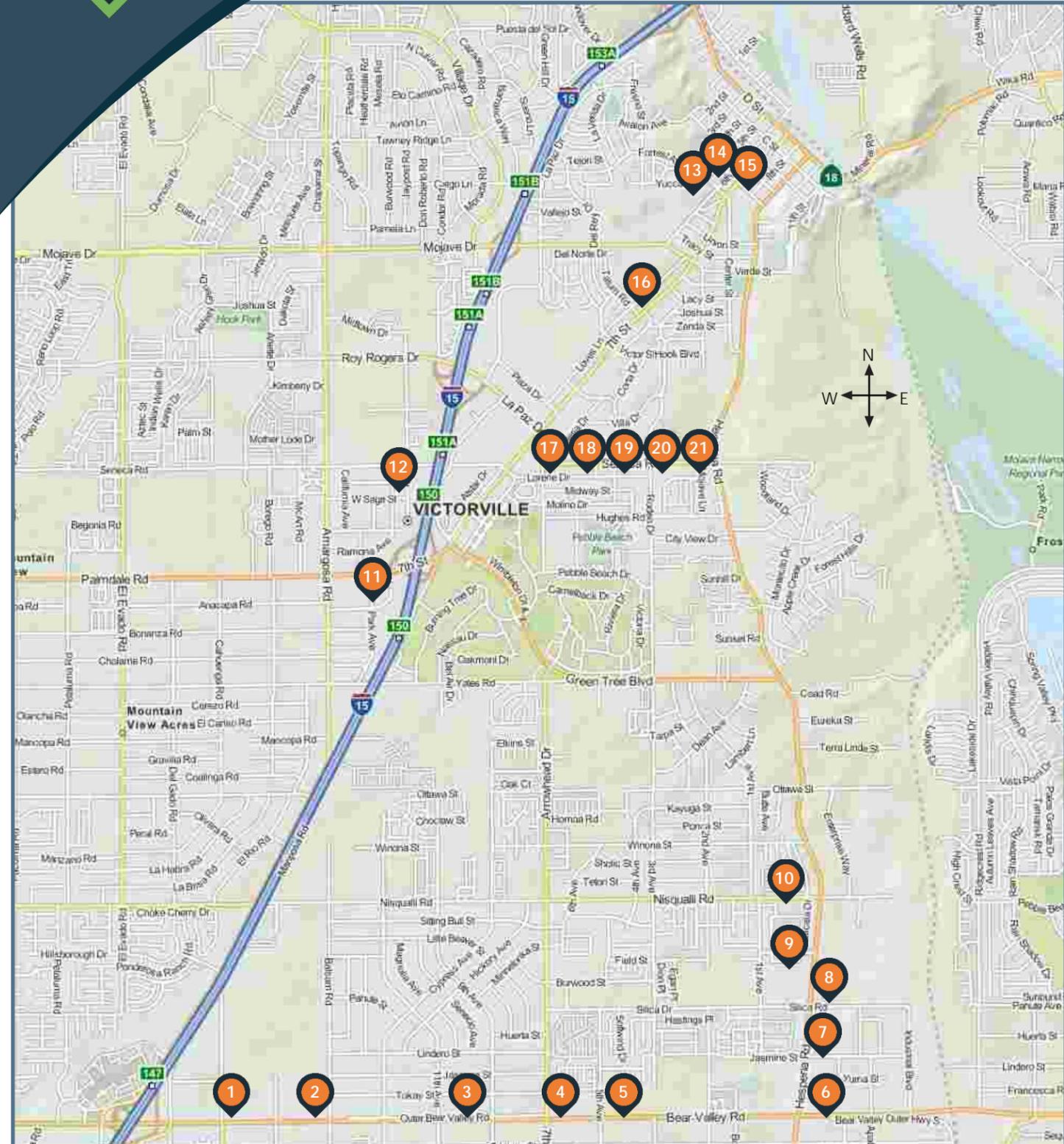
CHECK DESIRED LOCATION(S)	PICK A PANEL (A-OUTSIDE B-INSIDE)	START DATE MM/DD/YY	END DATE MM/DD/YY	TOTAL MONTHS	CONTRACT RATE	INSTALL FEE*	TOTAL \$
<input type="checkbox"/> 1 Bear Valley/Cottonwood	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 2 Bear Valley/Balsam	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 3 Bear Valley/11 th	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 4 Bear Valley/7 th	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 5 Bear Valley/5 th	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 6 Bear Valley/Hesperia	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 7 Hesperia Rd./Bear Valley	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 8 Hesperia Rd./Silica	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 9 Hesperia Rd./Comanche	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 10 Hesperia Rd./Nisqualli	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 11 Park Ave./Palmdale	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 12 Civic Drive	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 13 7 th /Tatum	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 14 7 th /Circle	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 15 7 th /Westside	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 16 7 th /Forrest	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 17 Lorene/Route 41	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 18 Lorene/Route 45	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 19 Lorene/Route 55	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 20 Lorene/Route 31	A B BOTH	_____	_____	_____	_____	_____	_____
<input type="checkbox"/> 21 Lorene/Route 52	A B BOTH	_____	_____	_____	_____	_____	_____

TOTAL PANELS

SUB-TOTAL



Located throughout the Victorville market, BAP ads reach thousands of High Desert viewers.



*INSTALLATION FEE \$50 PER PANEL. FOR AD RELOCATION FROM ONE LOCATION TO ANOTHER, AFTER INITIAL INSTALL, A \$50 FEE WILL APPLY. 8



BUSINESS ADVERTISING PARTNERSHIP TERMS AND CONDITIONS

1. The advertiser agrees and understands that by execution of this agreement, advertising space has been reserved for his/her advertising in a City of Victorville bus stop shelter ad panel. In the event that the Advertiser does not deliver the necessary materials herein to the City by the deadline provided in this contract, the Advertiser will not have material installed on the scheduled date and the space will become available to other advertisers.
2. The Advertiser agrees to comply with the advertising specifications as set forth by the City. Cost of installation is included into the fee schedule, however, graphic design and printing services will result in an additional fee.
3. All advertising must be in compliance with the City of Victorville advertising policy and must be approved and signed off by the City of Victorville before production of the advertisement. Please see attachment.
4. The City of Victorville does not accept advertisements that contain political, religious, sexual, violent, alcohol, or drug-related messages. The policies can be viewed at Victorville City Hall Public Works Department, 14343 Civic Drive, Victorville, CA 92393, or

online at www.ci.victorvilleca.us. The City reserves the right to reject any and all advertisement requests.

5. All advertisements must include the following, "The views expressed in this advertisement do not necessarily reflect the views of the City of Victorville or the Victor Valley Transit Authority." (Required font Aerial and size 10 points.)

6. The advertisement should be of high quality resolution due to the size of the advertisement. The overall size of the advertisement should be 67^{3/4}" x 46", but the area that is visible to the audience is 66" x 44". We recommend 4mm Corrugated Plastic Boards. Contact a printer of your choice for the file types they will accept.

7. Advertisement space must be purchased on monthly increments. There is a \$50 mounting fee per advertisement. Non-profits and government agencies are eligible for a 15% discount off of the regular rate (Not valid in conjunction with any other discounts or offers.)

8. A deposit to secure the selected ad panel is due upon signing the advertising contract. Failure to submit the remaining balance as agreed upon in the contract will result in possible forfeiture and removal of the advertisement.

9. For every advertisement on display for only one month, full payment is required in advance and must be paid to the City of Victorville before the day the advertisement is delivered to the City for installation.

10. For every advertisement on display for more than one month increment, a deposit equal to one increment is required. Succeeding payments must be received by the City of Victorville, one week before the next month commences. You will not be invoiced by the City of Victorville and you will be responsible for timely submittal of payment.

11. It is the business advertiser's responsibility to deliver ads at least 7 business days before the installation date to the City of Victorville Public Works Department, Attn: Louie Rodriguez at 14177 McArt Rd, Victorville, CA 92392.

12. Loss of display service due to failure to furnish advertisements is the fault of the

to discontinue display service at said location(s), without prejudice to this Contract as to the remainder. In such case, the Advertiser shall be given credit pro rata for the omitted service.

The City shall not be liable for any damages for any failure to display an advertisement. Advertiser's sole remedy for failure by the City to display advertising shall be a prorated refund of the cost of such advertising.

The City of Victorville shall not be held responsible for unused advertisement or copy.

This contract is not assignable by the advertiser, nor may the subject of the advertising be changed.

If this is a renewal or extension display agreement, it is agreed that the display shall have been considered to have been installed on the day immediately following the expiration of the previous display agreement.

Advertiser is to provide succeeding payments at least one week before the scheduled removal date.

Failure to submit payment for renewals and extensions shall be considered a cancellation of contract and will result in the scheduled ad panel advertisement or copy removal.

The City reserves the right to cancel this contract at any time upon default by the advertiser in payment or other breach, or in the event of any material violation on the part of the advertiser. Upon cancellation, all advertising fees incurred hereunder will be due and non-refundable.

Either party may cancel this contract for any reason without prejudice after completion of any month's service by giving at least thirty days written notice.

No changes or additions to these stated Terms and Conditions shall be binding on the City and any attempt to alter these Terms shall be treated as a request only.

BUSINESS ADVERTISING PARTNERSHIP TERMS & CONDITIONS (CONT.)

Advertiser. Installation delay on the City's part is not a breach of contract and shall result in pro rata credit or service extension.

Should the advertiser's panel be damaged, defaced, mutilated or spoiled by reason of storm, vandalism, ordinary wear and tear, removal, or any other cause, or if lost or stolen, replacement copy shall be furnished by the Advertiser upon the City's request, without liability or expense to the City.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted and displayed pursuant to this contract. Advertiser shall indemnify and hold harmless the City from and against any and all liability claims and/or litigation, and for related costs and damages to which it may be subjected, and as a result of the advertising material displayed for any reason or basis.

The Advertiser agrees that if the City shall cease to have the right to display advertising copy in or on any of the locations(s) included in this contract, the City shall have the right