RAMRIDE ADKIT

VCU PARKING AND TRANSPORTATION

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CONTACT INFORMATION

- 1108 W. Broad St.
- ramride@vcu.edu
- Phone (804) 828-6585
- Fax (804) 828-8549
- www.parking.vcu.edu

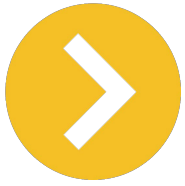
VCU

Parking and Transportation

TARGET YOUR AUDIENCE

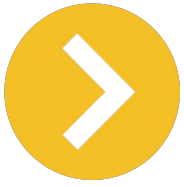
Advertising on RamRide is a great way to get your message out to the VCU community. Averaging over 50,000 rides per month, RamRide serves a huge ridership and can offer you high visibility, high impact communication tool for getting your message out to an educated and diverse audience. Ads are installed in all 24 buses on the five VCU routes. A map of all our routes is provided on the next page.

A LOT MAIN ST. ROUTE



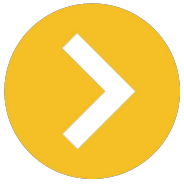
- Travels from the A Lot at Main St. Station to the medical campus (11th & Clay St. and Sanger Hall)
- Operates from 4 a.m. to 12 a..m., Monday through Friday.
- Opportunity to reach medical professionals, students and care partners.

14TH ST. ROUTE



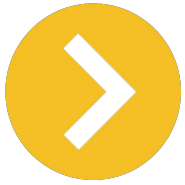
- Travels from 14th St. Deck to the medical campus (Sanger Hall and Larrick Center)
- Operates from 4 a.m. to 12 a..m., Monday through Friday.
- Opportunity to reach medical professionals, students and care partners.

O LOT ROUTE



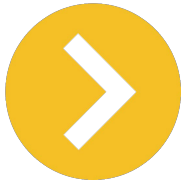
- Travels from the O Lot to the medical campus (Sanger Hall and Larrick Center)
- Operates from 4 a.m. to 12 a..m., Monday through Friday.
- Opportunity to reach medical professionals, students and care partners.

I DECK ROUTE

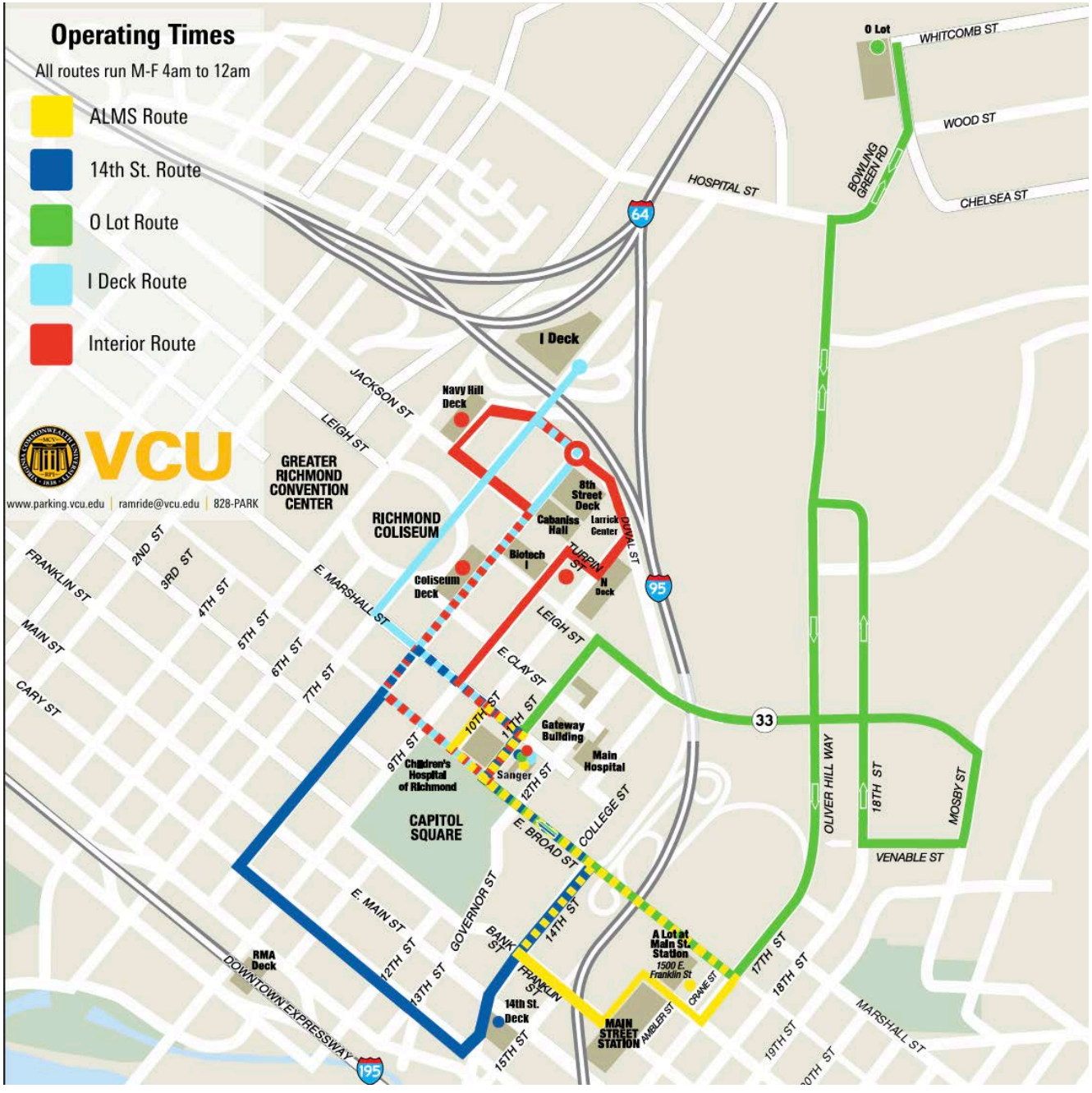


- Travels from the I Deck to the medical campus (11th & Clay St. and Sanger Hall)
- Operates from 4 a.m. to 12 a..m., Monday through Friday.
- Opportunity to reach medical professionals, students and care partners.

INTERIOR ROUTE



- Travels from the 8th St. Deck to the medical campus (Sanger Hall, Navy Hill Deck and 11th & Clay St.).
- Operates from 4 a.m. to 12 a..m., Monday through Friday.
- Opportunity to reach medical professionals, students and care partners.


Operating Times
All routes run M-F 4am to 12am
ALMS Route
14th St. Route
O Lot Route
I Deck Route
Interior Route
VCU
www.parking.vcu.edu | ramride@vcu.edu | 828-PARK
O Lot
WHITCOMB ST
WOOD ST
CHELSEA ST
BOWLING GREEN RD
HOSPITAL ST
64
I Deck
Navy Hill Deck
JACKSON ST
LEIGH ST
GREATER RICHMOND CONVENTION CENTER
RICHMOND COLISEUM
8th Street Deck
Cabaniss Hall
Larrick Center
DUVAL ST
Biotech I
TURPIN ST
N Deck
Coliseum Deck
95
FRANKLIN ST
2ND ST
3RD ST
4TH ST
5TH ST
6TH ST
7TH ST
MAIN ST
CARY ST
E. MARSHALL ST
LEIGH ST
E. CLAY ST
10TH ST
11TH ST
Gateway Building
Main Hospital
9TH ST
Children's Hospital of Richmond
Sanger
12TH ST
CAPITOL SQUARE
E. BROAD ST
COLLEGE ST
33
OLIVER HILL WAY
18TH ST
MOSBY ST
VENABLE ST
E. MAIN ST
GOVERNOR ST
BANK ST
14TH ST
A Lot at Main St. Station
1500 E. Franklin St
17TH ST
18TH ST
CRANE ST
RMA Deck
DOWNTOWN EXPRESSWAY
12TH ST
13TH ST
FRANKLIN ST
14th St. Deck
AMBLER ST
MAIN STREET STATION
15TH ST
19TH ST
MARSHALL ST
195

ADVERTISING RATES

Advertisements are displayed for a minimum of 4 weeks and can remain up for an indefinite amount of time. Standard prices start at $300 for one month and are discounted for longer commitments. Price includes ads posted in all twelve buses. See below for full pricing information.

DURATION	PRICE	DISCOUNT
4 Weeks	$300 per ad	$0
Semester (Fall or Spring) (16 weeks of ads)	$1,020 per ad	15% off
Fall & Spring (32 weeks of ads)	$1,920 per ad	20% off
Summer Semester (13 weeks of ads)	$975 per ad	30% off

Payment options: Most major credit cards (Visa, MasterCard, Discover, and American Express) are accepted. Banner index codes are accepted as well.







INTERIOR BUS ADVERTISING

SIGN SPECIFICATIONS

- **Departments of Vendor should supply 12 copies of their advertisement with the following specifications:**
- Advertisements must be 17 inches wide by 11 inches tall
- Advertisements must be printed on 14 point paper
- Materials should be recyclable if possible
- 12 copies should be provided initially. Additional copies may be required for advertising periods of more than 12 weeks
- Materials should be delivered to the Parking & Transportation Office, located at 1108 West Broad Street, Attn: RamRide Advertising.

POLICIES AND PROCEDURES

- Advertisements should reflect the best interests of VCU and the VCU Community
- Advertisements for tobacco or tobacco related products, alcohol or alcohol related products, or pornographic products will not be accepted
- RamRide will not accept political campaign or political issue advertisements
- Advertisements may not be used for slanderous, discriminatory or inappropriate views and/or propaganda
- All advertisements are subject to approval by the advertising coordinator
- Any advertisement may be rejected or removed at the discretion of VCU
- A sample (in printed or electronic format) of the sign must be presented to the advertising coordinator before signage is accepted
- Artwork must be submitted for approval at least 10 business days before installation date
- Department or vendor may choose a graphic designer and printing company, but any VCU nomenclature, seals and logo must be reviewed by VCU University Relations
- Completed signs must be provided to the advertising coordinator five business days before the start date
- Please wait for confirmation email before printing

ADVERTISING CONTRACT

Request RamRide Advertising online at www.parking.vcu.edu or fill out the form below.

The following completed form should be submitted for approval. Submitted requests do not guarantee space availability or approval. Please verify approval prior to printing posters.

Name*

Dept. or Company*

Phone Number*

Email Address*

Start Date*

End Date*

Advertisement Duration*

- ❑ 4 Weeks
- ❑ Fall Semester
- ❑ Spring Semester
- ❑ Fall and Spring Semester
- ❑ Summer Semester

Submit jpeg or PDF of ad to ramride@vcu.edu

☐ I have read and agree to the policies and procedures regarding advertising on VCU Transit Vehicles.

Signature*