RUTGERS UNIVERSITY
INTERIOR BUS ADVERTISING PROGRAM

YOUR AD HERE

BUS ADVERTISING MEDIA KIT

MSSmedia
FACTS & FIGURES

• Rutgers students have over 9 million dollars of spending power monthly.

• Rutgers Bus System is the largest University transportation system in the country.

• 85% of first-year undergraduates live in university housing.

• 46% of all undergraduates live in university housing.

• Students come from every U.S. state.

NEW BRUNSWICK

• Total Enrollment: approximately 47,000

• 10,000 full- and part-time graduate students.

• 51.4% of full-time undergrads are men; 48.6% are women.

• 59.1% of full-time grad students are women; 40.9% are men.

• Students come from all 21 New Jersey counties.

• 16% of students come from outside New Jersey.

• 2,089 new first-time transfer students.

NEWARK

• Total Enrollment: approximately 12,000

• 1.7 million annual patient visits to our faculty practices, centers, clinics, and institutes.

• 47% men and 53% women.

• Students come from all 21 New Jersey counties.

• 14% of students come from outside New Jersey.

• 2,000+ new first-time transfer students.
**ADVERTISING MEDIA PACKAGES**  Low Monthly Payments, Credit Cards Accepted

### Package 1  **NEW BRUNSWICK SYSTEM ONLY**

<table>
<thead>
<tr>
<th># of Signs</th>
<th>Price per Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Sign per Bus (59 Bus Cards)</td>
<td>$7,493</td>
</tr>
</tbody>
</table>

### Package 2  **NEWARK SYSTEM ONLY**

<table>
<thead>
<tr>
<th># of Signs</th>
<th>Price per Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Sign per Bus (6 Bus Cards)</td>
<td>$354</td>
</tr>
</tbody>
</table>

### Package 3  **FULL SYSTEM - NEW BRUNSWICK & NEWARK**

<table>
<thead>
<tr>
<th># of Signs</th>
<th>Price per Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Sign per Bus (65 Bus Cards)</td>
<td>$7,995</td>
</tr>
</tbody>
</table>

*Buy 8 consecutive months and get 1 mos. FREE  *Printing included, allow 15 business days for production and installation.*
ADVERTISING POLICY

Rutgers University Interior Bus advertising program is intended to promote Rutgers and its programs, and to engender loyalty and enthusiasm for the institution among the riders.

Rutgers University Interior Bus program welcomes advertisements highlighting Rutgers programs and people that are of interest and value to its ridership. Advertisements must be consistent with the mission of the university and the content of all advertisements is subject to university approval.

Advertising is accepted pursuant to the following policy guidelines:

• Rutgers University Interior Bus Program reserves the right to reject or cancel any advertisement.

• Rutgers University Interior Bus Program will not accept advertisements for tobacco, alcohol, illegal goods or services, or that promotes services or advocate positions that the university deems inconsistent with the mission of the university.

• Advertisements constituting personal attacks on individuals in either the public or private sphere are unacceptable.

COPY AND CONTENT REGULATIONS

In the decision to reserve advertising space, the advertiser and its agency agree to the following conditions:

• Use of the university name and all associated trademarks and service marks of the university, the formal and informal seal, the intercollegiate athletics trademarks, or distinctive scenes or landmarks on Rutgers’ campuses is restricted to those advertisers who have obtained the written consent of Rutgers University. For permission and questions, contact Marybeth Schmutz at mbs@ucm.rutgers.edu.

• All advertisements are accepted by the university upon the representation that the agency and advertiser are authorized to advertise the entire contents and subject matter thereof.

• In consideration of the university’s acceptance of any advertisement, the agency and advertiser agree to indemnify and hold the university harmless from and against any loss or expense, including without limitation reasonable attorney’s fees, arising out of such advertisement, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

• Advertisers may not cancel a space-reservation order or make changes to the ad after the art deadline.

• Rutgers University is not responsible for any error in an advertisement after the advertiser has approved its contents.