

Banner Advertising Program

The Banner Advertising Program (BAP) is a unique and cost effective method of advertising that sports an attractive banner secured to a moving bus which travels about the city proudly displaying the contents of your advertisement. This eye-level attraction is available in two sizes, full board 22" x 96" or half board 22" x 45.5". The lease cost of a full board is \$250.00 per month and the half board is \$125.00 per month. The Transit Department provides the board and framing materials and will mount your banner on a bus. You may purchase the board and keep it after your initial run and use it for future use. All banners must comply with the bus Advertising Procedures and Standards and is subject to approval of the Transit Department.

Fort Smith Transit Bus Advertising Standards and Procedures

Fort Smith Transit bus advertising is operated on a nonpublic forum basis. Only commercial advertising which does not promote alcoholic beverages, tobacco products, gambling, sexually explicit materials or graphically violent materials, will be allowed on transit buses.

All proposed advertising will be reviewed by Fort Smith Transit to ensure compliance with this policy. Should Fort Smith Transit determine a submitted advertisement to be in violation of this policy, Fort Smith Transit will notify the advertiser of the determination and of a right to appeal. Decisions may be appealed to the Transit Advisory Commission. If a satisfactory response is not received at this level, Fort Smith Transit or the advertiser may then appeal to the City Administrator for final resolution.

The following advertising materials are prohibited:

1. Political
2. Public Issue or Viewpoint
3. Tobacco and Tobacco Related Products, or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
4. Alcoholic Beverages or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
5. Obscene Materials, Sexually Explicit Materials, Including Graphic Representations of Sexual Conduct, or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
6. Gambling or Advertisements of a Business, the Principal Purpose of Which is Selling of Same
7. Graphically Violent or Threatening Materials
8. Non-Consented Use of a Person's Name
9. Race, Religion, Gender, or Age Demeaning or Discriminatory Materials

BANNER ADVERTISING PROGRAM (BAP) APPLICATION

BAP is a unique method of advertising that sports an attractive banner secured to a moving bus which travels about the city proudly displaying the contents of your advertisement. This eye-level attraction is available in two sizes, full 22" x 96" or half 22" x 45.5". Graphics for the signs are provided by the advertiser. Fort Smith Transit cannot limit the advertisement exposure to a particular area but will make every effort to acknowledge your preference.

Name of Advertiser/Business/Corporation _____

Contact Person _____

Address _____

Phone Number: _____ Fax Number: _____

Advertising Agency (if applicable) _____

Contact Person _____

Address _____

Phone Number: _____ Fax Number: _____

1. Lease Space and Pay Schedule:

Fort Smith Transit hereby leases, lets and rents to the Advertiser (which term includes any Advertising Agency identified above) and the Advertiser agrees to and does hereby lease, let, rent, take and hire from the City of Fort Smith Transit Department ("Fort Smith Transit"), the following described "advertising space":

The Advertiser agrees to pay Fort Smith Transit the total sum of \$_____ due upon execution of this agreement

Primary Payee (check one): _____ Advertising Agency _____ Advertiser/Business/Corp.

2. Lease Term

The term of this Agreement shall commence on the _____ day of _____, 20____ and shall continue for a period of one month, unless earlier terminated as herein provided.

3. Agency Commission & Payment Obligation

This contract is subject to a 15% agency commission if an Advertising Agency is identified above. If lease payments are paid by the Advertiser, the 15% commission will be provided to the advertising agency by Fort Smith Transit. If lease payments are paid by the advertising agency, a payment less 15% commission will be due and payable to Fort Smith Transit.

The Advertiser and Advertising Agency are jointly and severally liable for the payment of all amounts due under this contract.

4. Time Compensation

Fort Smith Transit assumes no responsibility for down-time if down-time is due to a public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any mechanical breakdown beyond Fort Smith Transit's control. For other down-time in excess of one (1) operating day, Fort Smith Transit will provide an equivalent number of additional days of advertising.

5. Graphic Approval

Fort Smith Transit reserves the right to prior approval of all copies, displays, graphics, data, and advertising which the Advertiser proposes to locate on any transit vehicle prior to same being actually affixed, situated or placed on the bus. Refer to Fort Smith Transit Advertising Standards and Procedures.

6. Graphical Application/Obligation

The Advertiser shall be responsible for initial production, design and application of paint or graphics.

IN WITNESS WHEREOF, the parties hereto affix their respective signatures hereon the _____ day of _____, 20____.

FORT SMITH TRANSIT:

ADVERTISER/BUSINESS/CORPORATION:

_____	_____
(Signature)	(Signature)
_____	_____
(Title)	(Title)

ADVERTISING AGENCY (if applicable):

(Signature)

(Title)