

ADVERTISE ON THE RED BUS!



**LOW
PRICING!**

**FOR MORE INFORMATION,
CALL (212) 832-4540 (EXT 349)**

ADVERTISING ON THE RED BUS gets you low-cost, effective coverage targeted directly at the people who are most likely to visit your business. Your ad will be displayed on **all 7 Red Buses** for a period of two months - if they ride the bus, they will see your ad! At such a reasonable price, Red Bus ads can fit into any advertising budget. Call today!

RATES

| ADVERTISER | PRICE PER ADVERTISING PERIOD* |
|------------|-------------------------------|
| COMMERCIAL | \$160 |
| NON-PROFIT | FREE |

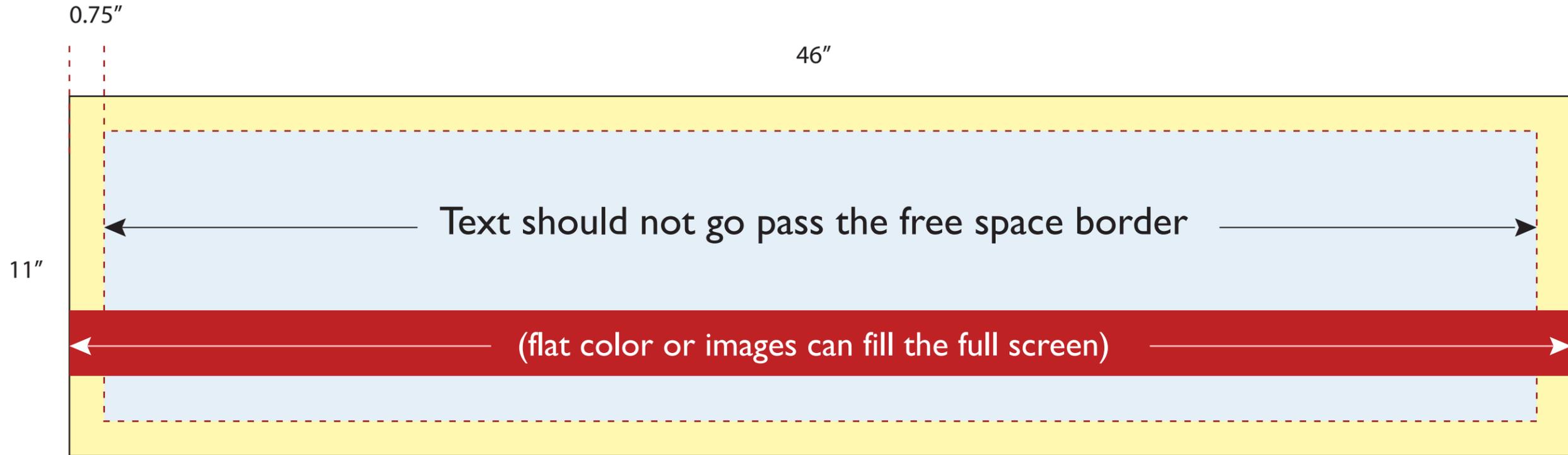
*EACH ADVERTISING PERIOD IS TWO MONTHS LONG. SLOTS ARE AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. NON-PROFITS: PLEASE INQUIRE ABOUT PRINTING OPTIONS AND ADDITIONAL GUIDELINES.

SIZING: 11" x 46"

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UNLESS OTHERWISE REQUESTED, ADS WILL NOT BE SAVED AFTER THE 2 MONTH AD PERIOD.

RED BUS ADVERTISEMENT GUIDELINES



Please try to keep the text **no smaller than 150pt** for easy readability

The image should contain only the important, clear and easily readable information.

AVOID MAKING THE IMAGE TOO CROWDED

GOOD EXAMPLES:

BAD EXAMPLES:

- EASY TO READ
- LARGE FONT SIZE
- CLEAR IMAGERY
- NOT CLUTTERED



- HARD TO READ
- FONT SIZE TOO SMALL
- CLUTTERED IMAGES
- HARD TO FOLLOW
- POORLY ORGANIZED
- TOO MUCH INFO.