



DIVISION OF PUBLIC WORKS
TRANSIT DEPARTMENT

ADMINISTRATION | OPERATIONS | FLEET MANAGEMENT

WASHINGTON COUNTY TRANSIT BUS ADVERTISING

Thank you for your interest in advertising on *Washington County Transit (WCT)* buses. We offer effective, affordable “Rolling Billboards” that travel eight (8) different routes with seventeen (17) deviations throughout the City of Hagerstown and the surrounding area. Our buses are rotated throughout each of these routes, meaning each bus ad will eventually be seen in all parts of our service area.

Transit signage is considered less expensive than traditional billboards and by virtue of being mobile, they are not stuck in one location day after day.

Sign placement on the WCT buses is as follows. Please contact our office for availability.



Driver Side – 24” x 120” (20 sq. ft.) **Curb Side** – 18” x 74” (9 sq. ft.) **Rear Window** – 20” x 22” (3 sq. ft.)

In an effort to assist you, we have attached a list of transit sign developers/ installers who have expressed willingness to assist you with your graphic design needs. We are providing the information as a convenience to you. WCT does not endorse, or contract with on your behalf, any of the sign companies listed. As part of your agreement with WCT you are not under any obligation to use any of these businesses.

BUS SIGN VENDORS

Copyquik Printing & Graphics

710 Oak Hill Avenue
Hagerstown, MD 21740
Phone: 301-791-7400
Fax: 301-739-4752
Contact Person: Barry Martin
Business Hours: M – F, 8:00am – 5:00pm
Website: copyquik.com
Email: barry@copyquik.com

G S Images, Inc.

355 S. Potomac Street
Hagerstown, MD 21740
Phone: 301-791-6920
Fax: 301-733-5379
Contact Person: Mike Reiter
Business Hours: M – F, 8:00am – 5:00pm
Website: gsimages.com
Email: mreiter@gsimages.com

Kenney Signs

11307 Hopewell Road
Hagerstown, MD 21740
Phone: 301-582-0007
Fax: 301-582-4742
Contact Person: Jason or Mary
Business Hours: M – F, 8:00am – 5:00pm
Website: kensign.com
Email: Kenney.signs@myactv.net

TMG Studios

4 Manila Avenue
Hagerstown, MD 21742
Phone: 301-791-1146
Fax: 301-393-8600
Contact Person: Tracy Kretzer
Business Hours: M – F, 8:30am – 5:00pm
Website: tmgstudios.com
Email: tracy@tmgstudios.com

Quality Signs

1044 Virginia Avenue
Hagerstown, MD 21740
Phone: 301-797-7491
Fax: 301-797-7491 (Auto)
Contact Person: Al Mattioni
Business Hours: 9:00am – 5:00pm
Website: N/A
Email: almattioni@yahoo.com
Please call prior to stopping by shop.

Tim Fraker Signs

977 Mt. Aetna Road
Hagerstown, MD 21740
Phone: 301-733-8000
Fax: 301-733-8017
Contact Person: Tim or Rose
Business Hours: M – F, 8:00am – 5:00pm
Website: timfrakersigns.com
Email: timfrakersigns@aol.com

Sign Here

345 E. Antietam Street
Hagerstown, MD 21740
Phone: 301-791-7654
Fax: 301-791-9148
Contact Person: Dean Martin
Business Hours: M – F, 8:00am – 5:30pm
Website: N/A
Email: dean@signhere.net

Washington County Transit – (WCT) Application to Request Advertising Space

Date of Application: _____

Name of Advertiser: _____ Contact: _____
 Address: _____ Phone: _____
 City, State: _____ E-Mail: _____

The Advertiser wishes to lease advertising space on WCT **Fixed-route buses**. Advertising space allocated will be:

_____ Driver's side ads @ \$150.00/mo. ea. for a term of _____	months for a total of _____	\$ _____	
_____ Curb side ads @ \$100.00/mo. ea. for a term of _____	months for a total of _____	\$ _____	
_____ Rear window* ads @ \$75.00/mo. ea. for a term of _____	months for a total of _____	\$ _____	
	Sub Total	\$ _____	
	Discount**	\$ _____	
	TOTAL	\$ _____	

*** Rear windows must be made of "Perf-a-view" self-adhering material**

****10% discount with 6-month contract, 15% discount with 12-month contract
 Additional multi-vehicle discounts available (minimum seven (7) vehicles required).**

Prices shown do not include ad design, ad production, and installation or removal costs. Payment in full due to WCT upon approval of this application prior to installation.

ADVERTISING CONDITIONS

WCT reserves the right, at its sole discretion, to refuse any advertising. Advertisements relating to tobacco, medicinal marijuana, alcohol, gambling, and other similar activities/ items and/ or political issues and candidates shall not be accepted. Assigning advertisements to buses in order to keep certain signs on certain bus routes throughout the County shall not be permitted. Moreover, the WCT reserves the absolute right to determine the placement of specific ads on specific buses.

The Advertiser shall submit the proposed ad proof via e-mail (transit@washco-md.net) to WCT for review and approval. Ads must be in one of the following formats: Adobe Illustrator, Microsoft Publisher, or jpg, and must also be submitted in Adobe pdf file format. It shall be the sole responsibility of the Advertiser to have the ad produced, applied to the vehicle(s), and removed at the end of the advertising term. ***The Advertiser shall be fully responsible for any and all damage to County vehicles, including but not limited to any costs incurred by the County, caused by or relating to the installation and/or removal of ads.***

Advertising term(s) are available for either a three (3) - month, six (6) - month or twelve (12) - month period. A three (3) - month term may be extended, at the discretion of the WCT, for an additional three (3) - month term and a six (6) - month term may be extended, at the discretion of the WCT, for an additional six (6) - month term if space is available and if an extension is requested by the Advertiser through the WCT at least thirty (30) days in advance of the extension starting date. Payment for any extension is due by the 15th of the month preceding the extension start date. No application of an ad may remain on a WCT vehicle for longer than twelve (12) consecutive months.

PAYMENT FOR ADVERTISING

All advertising shall be submitted by the Advertiser to WCT for approval, prior to production. If the ad is approved by the WCT, the Advertiser shall submit payment in full for the advertising term. If the ad is not approved, the Advertiser may send a written appeal of the decision to WCT within 10 calendar days of the decision.

If an ad is approved and payment is received prior to the 10th of the month, the ad shall be applied no later than the 1st day of the following month and the term shall commence upon the 1st day of the month. Ads

approved and payments received after the 10th of the month shall be applied no later than, and the term shall commence upon, the 1st day of the 2nd month.

OUT-OF-SERVICE VEHICLES

Preventative maintenance and vehicle accident damage bring all buses into the Maintenance Shop on a random basis during their lifetime. If a vehicle is out of service for a 30-day period, or longer, WCT will extend the contract that amount of time at no charge to the advertiser. If there is damage to the advertising signage, the "at-fault" party will be responsible for reimbursement of the repairs to both the vehicle and the signage. If the vehicle is considered "totaled", WCT would prorate a reimbursement of the rental costs based on the contract terms.

Signature(s)

(Advertiser) _____ Date: _____

(Ad proof approval - WCT) _____ Date: _____

(Application approval - WCT) _____ Date: _____

Contact Information

Washington County Transit
1000 West Washington Street
Hagerstown, Maryland 21740

240.313.2750 (voice)
301.791.3343 (fax)

REQUEST TO EXTEND 3-month or 6-month ADVERTISING TERM

If the Advertiser desires to extend the existing term, it must first contact WCT at 240-313-2750 to determine if space is available. If space is available and if WCT desires to extend the advertising term, it will fax or mail this document to the Advertiser with the extension term and payment due noted.

To secure space, the Advertiser must return this form fully executed along with payment in full for the extension by the 15th of the month preceding the extension start date.

On this day of ____ / ____ / ____ the Advertiser requests an extension of the advertising term:

Additional 3-month extension commencing _____ and ending _____,

Additional 6-month extension commencing _____ and ending _____,

Amount due \$ _____

Signature of Advertiser: _____ Date: _____

Approval of WCT: _____ Date: _____