



FACT SHEET: Shelter Advertising

Contact: Linda Barritt

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402.341.- 0807 TDD

1. Advertising Time Frame:
 - a. One month minimum;
 - b. Rotation of panels: quarterly minimum.
2. Panel Size:
 - a. Overall surface is 47" wide x 68" high
 - b. Image Area is 45 ½" wide x 66 ¾" high
3. Shelters have two advertising panels:
 - a. Exterior and interior.
 - b. Panels are sold individually.
4. Metro is responsible for posting and removal of the advertising panel.
5. At the end of the contract period:
 - a. Metro disposes of the panels; or
 - b. Advertisers pick panels up at Metro.
6. Metro doesn't participate in the design and production of the advertising panels.
Finished product is delivered to:
Metro Transit,
2222 Cuming Street,
Omaha, NE 68102-4392
ATT: L. Barritt
7. Key points for design:
 - a. Material must be translucent for the back lighting. There are a variety of materials and every vendor has sources.
 - b. Most important is material's durability as the showing length influences the material selection. The longer the showing the more durable the material must be. This is due to the hostile environment of the advertising panels e.g., heat, moisture, UV rays, cold / freeze / thaw, etc.
 - c. Shelter advertising is defined as "outdoor" and rule of thumb is no more than 13 words. With the advertising panel at eye-level and enlarged up to four feet, font size, image dpi and color combinations are critical.