



# VITRAN ADVERTISING PERMIT APPLICATION

Today's Date: \_\_\_\_\_

## APPLICANT INFORMATION

Applicant's Name: \_\_\_\_\_

Organization/Business Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

## ADVERTISING PLATFORM (SELECT ONE OR ALL)

- VITRAN Bus Advertising (rear exterior)
- VITRAN Bus Advertising (interior monitor)
- Spirit of 1733 Ferry Advertising (interior monitor)

## VITRAN BUS ADVERTISING

Location:  St. Thomas  St. John  St. Croix

Number of buses (rear exterior wrapping):  1  2  3  4  5+

### Select Package (Medium Bus Rear):

- Reach – 3 Months - \$3,500.00
- Impact – 6 Months - \$6,000.00
- Plus – 12 Months - \$10,000.00

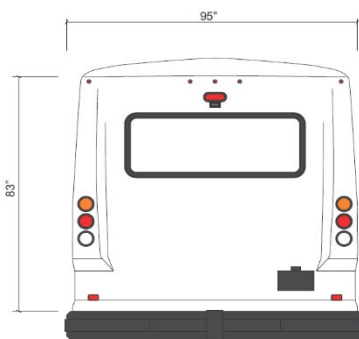
### Select Package (Interior Bus Monitor):

- Reach – 1 Months - \$850.00
- Impact – 6 Months - \$1,500.00
- Plus – 12 Months - \$2,850.00

## Rules & Regulations

All advertisers must comply with DPW policies:

- Term length matches the selected package.
- Pricing is all-inclusive (production, installation, and removal).
- All ad content must be approved before production.
- Ads must not contain religious, adult, false, or offensive content.
- DPW is not responsible for damage due to weather or vandalism.
- Full payment is required before installation; no refunds once installed.
- Submit ad materials at least 10 business days prior to installation.
- Only DPW-approved vendors may remove wraps.
- All content must meet DPW design and safety standards, be appropriate for public viewing, and not interfere with ferry operations or passenger safety.
- DPW reserves the right to reject or require revisions to content that does not meet guidelines.



Scale: 1:8





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## SPIRIT OF 1733 FERRY ADVERTISING

**Duration:**

- Reach – 1 Month
- Impact – 3 Months
- Plus – 6 Months

**Type of Advertisement:**  Still Image (10 sec)  Video (20 sec)

**Accepted Formats:**

- Static Ads: JPEG/PNG (1920x1080 px, landscape)
- Video Ads: MP4 (1920x1080 px, up to 20 sec, landscape)

## PACKAGES AND PRICING

Package	Duration	Static 10sec	Video AD 20sec
Reach	1 Month	\$850.00	\$1,250.00
Impact	3 Months	\$1,500.00	\$2,500.00
Plus	6 Months	\$2,850.00	\$5,000.00

- Ads must be submitted in final format; DPW will not resize or alter content.
- All content must meet DPW design and safety standards.
- Ads must be approved at least 3 business days before the start date.
- Ads rotate 4–10 times per hour, depending on package.
- One free revision per term; additional edits are \$100 each.
- No refunds once advertising begins.
- DPW may remove noncompliant ads at the advertiser’s expense.
- All purchases are final.



## SIGNATURE ADVERTISING BUNDLES

### The Wave Starter — Save 5%

**Includes:**

- VITRAN Interior Bus Monitor (Static)
- Spirit of 1733 Ferry TV Screen (Static)

**Value Level: Low-tier Estimated Savings: ~10%**

Available Terms: 3 or 6 months

### Ride the Wave — Save 10%

**Includes:**

- VITRAN Exterior Bus Advertisement
- Spirit of 1733 Ferry TV Screen (30-second Video)

**Value Level: Mid-tier Estimated Savings: ~10%**

Available Terms: 6 or 12 months

### On the Move (Best Value) Save 15%

**Includes:**

- VITRAN Interior Bus Monitor (Static)
- VITRAN Exterior Bus Advertisement
- Spirit of 1733 Ferry TV Screen (30-second Video)

**Added Value:**

- Increased monitor ad rotations
- One complimentary content swap (bus or ferry)

**Value Level: High tier Estimated Savings: ~15%**

Available Terms: 6 or 12 months



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## CERTIFICATION

I have read and agree to all advertising rules and regulations outlined above for the selected advertising platform(s).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## DEPARTMENTAL USE ONLY

Permit Approved

Permit Disapproved

Approval Date: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Permit Fee: \_\_\_\_\_

Admin Fee: **\$50.00**

Total Amount Due: \_\_\_\_\_

Receipt #: \_\_\_\_\_

DPW Representative: \_\_\_\_\_ Date: \_\_\_\_\_