For more information, please call (760) 240-7000, ext. 7522, or email AVads@applevalley.org.

Reach thousands of potential customers on a daily basis with a Bus Shelter Advertisement in the Town of Apple Valley, the premier community in the High Desert of Southern California.

WHY CONSIDER BUS SHELTER ADS?
- High profile/high traffic locations
- Two panels available per shelter
- Monthly and long-term contracts available
- Target demographics by area
- Reach pedestrians, drivers and bus passengers
- 340,000 riders annually, just in Apple Valley
Bus shelter advertising rates do not include art production. Please contact the printer of your choice for assistance as needed.

Final trimmed size is 46" wide by 68" tall, with 44" by 66" visible. For best results, we recommend a minimum of 540 dpi on bright white corrugated plastic, and to leave your printer a one-inch bleed on each side to avoid trimming the image. See diagram for details.

Please provide a digital proof to the Town prior to printing, to insure compliance with our advertising policy. Please refer to Terms and Conditions for more information. All ads must include the statement: "The views expressed in this advertisement do not necessarily reflect the views of the Town of Apple Valley or the Victor Valley Transit Authority."

Ready-to-install ads must arrive a minimum of seven business days before scheduled installation date.

Select your desired locations and start reaching your audience today!

1. East side of Jess Ranch Pkwy, South of Marketplace Dr - N & S
2. South side of Bear Valley Rd, East of Reata Rd - E & W
3. West side of Apple Valley Rd, North of Target - N & S
4. South side of Bear Valley Rd, East of Apple Valley Rd - E & W
5. North side of Bear Valley Rd, West of Navajo Rd - E & W
6. East side of Quinnault Rd, adjacent to Post Office (Main AV Hub) - N & S
7. East side of Dale Evans Pkwy, adjacent to Town Hall and Library - N & S
8. East side of Navajo, adjacent to James Woody Community/Sports Center - N & S
9. East side of Kasota Rd, adjacent to St Mary’s Hospital - N & S
10. West side of Apple Valley Rd, North of Highway 18 - N & S
11. South side of Highway 18, adjacent to Albertson’s - E & W
12. South side of Powhatan Rd, adjacent to James Woody Park - E & W
13. South side of Bear Valley Rd, adjacent to Apple Valley High School – E & W
14. South side of Waalew Rd, adjacent to the Mobile Home Park – E & W
15. West side of Navajo Rd, adjacent to the VVC Training Center – N & S
16. West side of Apple Valley Rd, South of Yucca Loma - N & S
17. West side of Apple Valley Rd, South of Pimlico Rd adjacent to Home Depot – N & S

Monthly Rates Per Locations, Per side.

<table>
<thead>
<tr>
<th>Contract</th>
<th>Mo. Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month</td>
<td>$350</td>
<td>$350</td>
</tr>
<tr>
<td>3 Months</td>
<td>$325</td>
<td>$975</td>
</tr>
<tr>
<td>6 Months</td>
<td>$315</td>
<td>$1,890</td>
</tr>
<tr>
<td>9 Months</td>
<td>$295</td>
<td>$2,655</td>
</tr>
<tr>
<td>12 Months</td>
<td>$275</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

Please add $50 for each individual board, per side, for installation.

Bus Shelter Advertisement prices above are for the space only. Client must provide ready-to-install advertisement. Please see art preparation guidelines before providing final boards.

Please refer to Town of Apple Valley Bus Shelter Advertising Terms and Conditions for more information. (Page 4)

Reserved Space must be paid in full at time of contract.
Specifications for Finished Advertisement

Art Preparation and Final Trim Size

44" Visible

46" Trim Size

48" Bleed

66" Visible

68" Trim Size

70" Bleed
Located throughout the Town of Apple Valley, bus shelter ads reach thousands of High Desert viewers.
TERMS AND CONDITIONS

1. The Advertiser agrees and understands that by execution of this agreement, advertising space has been reserved in the Town of Apple Valley bus stop shelter ad panel. In the event that the Advertiser does not deliver the necessary materials to the Town by the deadline provided in this contract, the Advertiser will not have material installed on the scheduled date and the space will become available to other advertisers.

2. The Advertiser agrees to comply with the advertising specifications as set forth by the Town. Cost of installation is included into the fee schedule, however, graphic design and printing services are not available.

3. All advertising must be in compliance with the Town of Apple Valley advertising policy and must be approved and signed off by the Town of Apple Valley before production of the advertisement. Please see attachment.

4. The Town of Apple Valley does not accept advertisements that contain political, religious, sexual, violent, alcohol, or drug-related messages. The policies can be viewed at Town of Apple Valley Environmental & Transit Services, 14975 Dale Evans Pkwy, Apple Valley, CA 92307, or online at www.applevalley.org. The Town reserves the right to reject any and all advertisement requests.

5. All advertisements must include the following, “The views expressed in this advertisement do not necessarily reflect the views of the Town of Apple Valley or the Victor Valley Transit Authority.” (Required font Arial and size 100 points.)

6. Due to the size of the advertisement, we require the overall size of the advertisement should be 46” x 68”, but the area that is visible to the audience is 44” x 66”. We recommend 4mm Corrugated Plastic Boards. Contact a printer of your choice for the file types they will accept.

Submittal of digital proof to the Town of Apple Valley is required to insure compliance with Terms and Conditions. The Town is not responsible for cost of produced signs that are deemed unacceptable.

7. Advertising space must be purchased in monthly increments. There is a $50 mounting fee per panel. Non-profits and government agencies are eligible for a 15% discount off of the monthly rate.

8. A non-refundable 10% deposit to secure the selected ad panel is due upon signing the advertising contract. Failure to submit the remaining balance as agreed upon in the contract within two (2) weeks will result in forfeiture of the deposit.

9. For every advertisement on display for only one month, full payment is required in advance and must be paid to the Town of Apple Valley before the day the advertisement is delivered for installation.

10. For every multi-month advertisement contract, full payment is required in advance and must be paid to the Town of Apple Valley at least seven (7) days before the day the advertisement is delivered for installation. For any advertiser that wishes to renew a multi-month contract, full payment for subsequent months is due two (2) weeks prior to the end of previous contract.

11. It is the advertiser’s responsibility to deliver ads at least 7 business days before the installation date to the Town of Apple Valley Environmental & Transit Services, 14975 Dale Evans Pkwy, Apple Valley, CA 92307.
TERMS AND CONDITIONS

12. Loss of ad space due to failure to furnish advertisements is the fault of the Advertiser. Installation delay on the Town’s part is not a breach of contract and shall result in pro rata credit or service extension.

13. Should the advertiser’s panel be damaged, defaced, mutilated or spoiled by reason of storm, vandalism, ordinary wear and tear, removal, or any other cause, or if lost or stolen, replacement copy shall be furnished by the Advertiser upon the Town’s request, without liability or expense to the Town.

14. The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted and displayed pursuant to this contract. Advertiser shall indemnify and hold harmless the Town from and against any and all liability claims and/or litigation, and for related costs and damages to which it may be subjected, and as a result of the advertising material displayed for any reason or basis.

15. The Advertiser agrees that if the Town shall cease to have the right to display advertising copy in or on any of the location(s) included in this contract, the Town shall have the right to discontinue display service at said location(s), without prejudice to this Contract as to the remainder. In such case, the Advertiser shall be given credit pro rata for the omitted service.

16. The Town shall not be liable for any damages for any failure to display an advertisement.

Advertiser’s sole remedy for failure by the Town to display advertising shall be a prorated refund of the cost of such advertising.

17. The Town of Apple Valley shall not be held responsible for unused advertisement or copy.

18. This contract is not assignable by the advertiser, nor may the subject of the advertising be changed.

19. If this is a renewal or extension display agreement, it is agreed that the display shall have been considered to have been installed on the day immediately following the expiration of the previous display agreement.

a. Advertiser is to provide succeeding payments at least two weeks before the scheduled removal date.

b. Failure to submit payment for renewals and extensions shall be considered a cancellation of contract and will result in removal of the panel.

20. The Town reserves the right to cancel this contract at any time upon default by the Advertiser in payment or other breach, or in the event of any material violation on the part of the Advertiser. Upon cancellation, all advertising fees incurred hereunder will be due and non-refundable.

21. Either party may cancel this contract for any reason without prejudice after completion of any month’s service by giving at least thirty days written notice.

22. No changes or additions to these stated Terms and Conditions shall be binding on the Town and any attempt to alter these Terms shall be treated as a request only.
ADVERTISING APPLICATION AND CONTRACT

Complete and submit this application for approval prior to printing advertising. Return contract and payment via the contact information at the bottom of this application.

BUSINESS NAME _______________________________________________________________________

MAILING ADDRESS _______________________________________________________________________

REPRESENTING ADVERTISER / PROJECT NAME ______________________________________________

CONTACT PERSON _____________________________________________________________________

PHONE __________________________________CELL_________________________________________

EMAIL ADDRESS ______________________________________FAX NUMBER _____________________

AUTHORIZATION: By signing below, I hereby agree to the terms and conditions outlined in this contract and hereby authorize the Town of Apple Valley to display and maintain advertising specified in accordance with the Terms and Conditions of this contract.

Name (Print) _______________________________________ Title ______________________________
Signature __________________________________________ Date _____________________________

List your desired bus shelter location(s).

<table>
<thead>
<tr>
<th>LIST DESIRED LOCATION(S)</th>
<th>LIST DESIRED FACING</th>
<th>START DATE</th>
<th>END DATE</th>
<th>TOTAL MONTHS</th>
<th>CONTRACT RATE</th>
<th>INSTALL FEE*</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Both</td>
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</tbody>
</table>

Pay in person by cash or credit card, or, make checks payable to Town of Apple Valley and return to the Town of Apple Valley Environmental & Transit Services, 14975 Dale Evans Pkwy, Apple Valley, CA 92307. Application must be submitted for processing and approval of advertisement prior to printing advertisement. For more information, call (760) 240-7000 x7522 or email AVads@applevalley.org.

*INSTALLATION IS FEE $50 PER PANEL. A $50 FEE WILL ALSO APPLY TO CHANGE OUT AD PANELS IN EXISTING LOCATIONS AT ANY TIME DURING THE CONTRACTED TIME PERIOD.

FOR INTERNAL USE ONLY (R) 1001-0000-4141-0000 CONTRACT APPROVAL DATE

Business License # ___________________________ License Expiration ___________________________

Payment Confirmation: Cash $ ____________________ Contract Installation Date(s) ________________

Contract Removal Date(s) _____________________

www.applevalley.org | For more information, call (760) 240-7000 x 7522, or email AVads@applevalley.org.