

Northeast Connecticut Transit District

Advertising Agreement

Advertising with NECTD

NECTD allows the sale of bus advertising as a means of generating operating revenue that can be used to fund NECTD's programs and services, leverage grant funding and limit the need for additional public subsidy while providing a service to businesses and consumers.

Company Name:			
Company Address:			
Mailing (if Different):			
Contact Person:		Contact Phone:	

Advertising Package Options

NECTD has 10 buses with available advertising space. Rear and side (curb or driver side) spaces are available for decal only signs. The monthly fee does not include the upfront price of the sign. Six or twelve month agreements are available with a 10% discount offered for sign placements on 2 or more buses.

Circle Duration/Cost per Location				# of buses	Total Cost Due
1 Full Rear Bus Panel	1 Side panel (curb side)	1 Side panel (driver side)		_____	
6 months= \$600	6 months= \$450	6 months= \$450	X		
12 months= \$1,200	12 months= \$900	12 months= \$900	X		

Contract Terms & Conditions

1. Sign Design, Production and Installation
Purchasing Company shall provide at its own expense all design, printing and production services for any signs (only decal permitted), placed on NECTD buses. The advertising space will be limited to the areas noted above (rear of bus, driver side, curb side).
2. Bus Assignments
NECTD reserves the right to change, without notice to *Purchasing Company*, the transit service schedule, total service hours, days on which service is provided and service area.
3. Approval of Sign Text and Graphic
Text and graphics of all advertising signs shall initially be determined by *Purchasing Company*, with a review copy provided to NECTD prior to installation. NECTD reserves the right to reflect any advertising that in the sole opinion of NECTD, is considered objectionable. In the event of a dispute as to the propriety of any signage, the final determination shall be made by the Executive Director, NECTD.
4. Invoice and Payments
Invoices will be mailed out by NECTD quarterly. Payments are due within 30 days.
5. End of Contract
At the end of the agreement term, if the contract is not renewed, the sign shall be removed by *Purchasing Company*.
6. Agreement Amendment
This agreement may be amended in whole or in part by mutual agreement by NECTD and *Purchasing Company*.
7. Terms & Conditions
The terms and conditions herein constitute the entire agreement between NECTD and *Purchasing Company* and shall supersede all previous communications, representations or agreements, either written or oral between

NECTD and *Purchasing Company* hereto with respect to the subjects hereof stated.

8. Termination of Agreement

NECTD and/or *Purchasing Company* may terminate this agreement at any time by a 30 day notice in writing.

Purchasing Company signature

John Filchak
NECTD Executive Director

Date

Date