

**CATEGORY: Funding**  
**Committee: Outreach**  
**Purpose: Bus Bench Exposure for MVCC**

**Background:**

Neighborhood Councils have an obligation and duty to provide outreach to stakeholders in our community. We are offered an opportunity to advertise the MVCC on bus benches and bus shelters at no cost, The only cost we incur is the printing of the prints.

Once funding has been approved, the bus bench and bus shelter art will be created through Outreach.

**THE MOTION:**

The MVCC approves an expenditure, not to exceed \$1800 for costs (printing of prints used) for bus shelter and bus bench art.

# Public Service Announcement (PSA) Fact Sheet

Public Service Announcements (PSAs) may be placed on City bus shelters free of charge. Please note that while there is no cost to post and display PSAs, there is still a cost associated with printing.

Access to bus benches, shelters, and Public Amenity Kiosks (PAK) for PSA campaigns is subject to availability, so no specific location is guaranteed, and your PSA may be relocated from time to time. Your start date will be subject to availability, as the vendor may not have any structure available in your desired location(s) on the selected date. Request should be made 8 weeks in advance.

This service is only available to City Departments, Council Offices, Neighborhood Councils, and other non-profit community entities sponsored by City Departments and Council Offices.

## For coverage within a Neighborhood Council, 3 to 5 posters

Printing services for bus shelter or public amenity kiosk posters can also be provided by Tranzito-Vector. The cost per poster is currently \$45/print. Cost is subject to change without notice.

The approved artwork and payment must be received 4 weeks in advance of the start of the display period.

**BUS SHELTER- POSTER- \$45 Per Print. x 5 Posters**

$$5 \times \$45.0 = \$225$$

## Media Production for Bus Bench

Printing services for bus bench posters are exclusively provided by InSite Street Media. See [pricing](#) here.

The approved artwork and payment must be received 6 weeks in advance of the start of the display period.

Please note that once the proof is approved by the requesting party, it takes up to 10 business days for printing and posting.

Most Ad/PSA campaigns are displayed for a 4 to 6 week period. If you wish to have the contractors set-aside the posters after they've been displayed, please let us know in advance. Bus bench posters can be reused especially if the content is not date specific.



## PSA/Non-Profit Transit Bench Campaign

Thank you for your interest in our bus bench advertising. Once you are authorized by the City of Los Angeles to utilize the bus bench program, we will be glad to assist you to ensure the success of your campaign.

We offer bus bench advertising panels on a space available basis. We can provide you with a typical list of benches in your target area, but these are not guaranteed locations and no sites can be held for the future.

The only cost that is required is the production and design cost. All design (if applicable) and production charges are to be paid in advance before design and/or production begin. Below is the pricing structure for those costs:

### Production Costs (Per Design)

<u># of Prints</u>	<u>Cost Per Print</u>
1	\$180
2-9	\$120
10-24	\$96
25+&	\$80

9 prints x \$120 =  
\$1080

**Designs:** Only 1 design for every 10 benches is allowed without incurring additional charges.

**Design Cost:** \$100 for basic design (2 changes only to design). Advertiser must supply high resolution logos and images (when applicable).

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