



HURON SHORES AREA TRANSIT ADVERTISING AGREEMENT

BETWEEN

THE MUNICIPALITY OF LAMBTON SHORES TRANSIT DEPARTMENT

(The Municipality)

AND

(The Advertiser)

Fees and Charges as per By-Law

TYPE OF ADVERTISING

- Headliner Ad Card
- Transit Shelter Poster Ad (exterior)
- Transit Shelter Poster Ad (interior)
- Bench Ad
- Bike Rack Ad

TERM OF ADVERTISING DISPLAY

- Winter (January, February, March)
- Spring (April, May, June)
- Summer (July, August, September)
- Fall (October, November, December)
- Full Year

Advertising sold in 3-month blocks.

BUS ROUTE DESIRED

- Route 1** (Sarnia to Grand Bend via Lambton Shores)
- Route 2** (London to Grand Bend via Lucan, South Huron, Bluewater, Lambton Shores).
Route 3 (Grand Bend to Goderich via Bluewater) and Route 4 (Grand Bend to Strathroy via North Middlesex, Strathroy-Caradoc) are completed by the Route 2 bus.

ADVERTISING INVENTORY DESIRED

How many of the advertising type(s) checked off above would you like? Advertising spots are provided on a first-come, first-booked basis.

_____ Headliner ad card
(total inventory = 18 spots)

_____ Transit shelter exterior poster ad
(total inventory = 6)

_____ Transit shelter interior poster ad
(total inventory = 6)

_____ Bench ad (inventory TBD)

_____ Bike Rack ad (inventory TBD)

BILLING INFORMATION (please print)

On behalf of the company, I have read the Municipality’s Advertising Policy and agree to abide by the terms and conditions.

Organization/Business _____

Mailing Address _____

_____ Postal Code _____

Contact Person _____ Phone Number _____

Email Address _____

Cell number _____

TERMS & CONDITIONS

Although great effort is taken to accommodate an advertiser’s date and location preferences, ad space is limited, and the Municipality cannot guarantee the placement of advertising.

The advertiser agrees to provide the Municipality with the advertising materials or files within the stated timelines and further agrees that failure to do so may jeopardize the number of campaign days requested. Loss of advertising days will be at the advertiser’s expense.

The advertiser warrants and represents that it has ownership of all materials subject to copyright.

The Municipality is not responsible for content errors in submitted electronic artwork.

Should the advertiser wish to cancel this agreement once signed, the advertiser understands that they are obliged to pay for the entire cost of the ad(s) space originally reserved.

The Municipality reserves the right to cancel this contract due to bill payment default by the advertiser or its agency.

All advertising is subject to review and approval under the Municipality’s Advertising Policy.

ACCEPTED & APPROVED BY LAMBTON SHORES

Name and Title

Signature