



**City of Key West  
Department of Transportation  
Interior Bus Advertisement Specifications Information**

In accordance with the signed agreement between Client and the City of Key West Department of Transportation (KWDoT), the following specifications regarding Client's interior bus advertisement must be met:

- Client will have three options for term of agreement, as follows:
  - \$300 (plus tax) Quarterly or 5% discount paid in advance (\$285 plus tax)
  - \$500 (plus tax) Bi-annually or 10% discount paid in advance (\$450 plus tax)
  - \$1,000 (plus tax) Annually or 15% discount paid in advance (\$850 plus tax)
    - Discounts are given for advance payment.
- Client MUST provide a minimum of twenty (20) advertisements; one for each bus and two (2) spares for inventory at KWDoT. If an ad panel is damaged or in need of replacement, KWDoT will do that as required. All buses rotate all routes.

Specifications for text / graphic paper product advertisement:

- Advertisement rack area is 11 inches by 17 inches – landscape orientation.
- Print portion of ad area must measure exactly 10 - 3/4 inches (tall / height) and shall be printed on a minimum 50# paper – if not professional printed on laminate board or paper.
- Paper printed advertisements must have a poster or cardboard backing – and be fully laminated to the 11 inch X 17 inch total size – landscape orientation (text and graphics recommended at 10 inch X 16 inch size – to allow a one inch border of laminate material for mount area in rack).
  - Text / graphics and advertisement must be laminated with a minimum of 5 mil thickness on both the front and back sides (for a total thickness of 10 mil)

Specifications for exterior protected laminate product:

- Laminate sheet must be exactly 11 inches tall, otherwise it will not fit into racks
- Laminate sheet should be cut prior to heat sealing (rather than after) to ensure a tight seal around advertisement.

• OR

\*KWDoT strongly recommends the following material be used (and available at local print shops) for the best possible results of interior rack advertisements:

- 11" by 17"(minimum) can be up to 24" (maximum) width with laminate film paper in landscape orientation
- Leave a 1" margin on all four sides.

- All designs must be sent for approval by City of Key West in the form of a color print-ready proof before printing. Proofs sent via fax will not be approved. Proofs can be sent via U.S. Mail, FedEx, UPS, DHL, etc to:

Regina Scott  
City of Key West Department of Transportation  
PO Box 1078  
Key West, FL 33040

Or hand delivered to 5701 College Road, Key West.  
Samples can also be e-mailed to [rscott@cityofkeywest-fl.gov](mailto:rscott@cityofkeywest-fl.gov).