



OJAI TROLLEY ADVERTISING 2020

ABOUT THE OJAI VALLEY TROLLEY

The Ojai Trolley Service, established in 1989, is owned and operated by the City of Ojai with support from the County of Ventura. The Trolley crisscrosses the Ojai Valley providing daily, fixed route transportation in the City of Ojai and communities of Meiners Oaks, and Mira Monte. Providing over 100,000 rides a year the trolley, with its classic red-green Victorian style trolleys, is a well-known and beloved part of our community in the Ojai Valley.

WHERE DOES THE MONEY GO?

After costs, 100% of the proceeds of the funds raised from trolley advertising are used to support the Ojai Trolley Service operations. Advertising revenue allows the City of Ojai to leverage additional state and federal grants to keep the trolley service rolling.

WHY ADVERTISE?

Our Trolleys are hard to miss! Our trolleys operate 7 days a week from morning until night, with two trolleys on route Monday through Friday. Your ad will be on every trolley in the fleet, so regardless of the which trolleys are running, your ad will be seen. All day, every day your sign will be highly visible to both residents and visitors in the Ojai Valley. Given that tourism and traffic have increased in our valley, we are estimating that thousands of potential customers will see your ad every day, 7 days a week.

The Ojai Trolley is a well-known feature in the Ojai Valley, in addition to the daily fixed-route services, participates in local community events, community service, and educational functions.

WHO GETS TO ADVERTISE?

Although all businesses are welcome to apply the Ojai Trolley service encourages local businesses to take advantage of this unique promotional opportunity. Visibility is enormous, and constantly growing with increasing tourism in the Ojai Valley!

Spots available will change, please inquire directly for availability. All spots are on first-come, first-serve basis.

The Ojai Trolley is quintessential Ojai with whimsy and character to spare. But the Ojai Trolley Service is more than just looks. Our service is an integral part of our community providing access to schools, jobs, healthcare and anything else that can be found in our little valley. Advertise with us, support our service, and support your community.

Want more information? Email: ojaitrolleyads@gmail.com

FAQ

HOW LONG WILL MY AD RUN?

Ad contracts are available for annual 12 month contracts.

WHEN WILL MY SIGN BE UP ON THE TROLLEY?

Your sign will be up approximately 3 weeks after your payment is received.

HOW MUCH DOES THE ADVERTISING COST?

| 1 Year | Chamber Members | Standard |
|-------------------|-----------------|----------|
| Side 1 yr | \$2,800 | \$3,300 |
| Back - large 1 yr | \$3,800 | \$4,475 |
| Back - small 1 yr | \$1,800 | \$2,125 |

Chamber Member prices are 15% off of the Standard price

5% Discount for 2 year contracts - see sign-up on next page

All payments are due up front, in advance for the sign space, signs and any design needed. Please make all checks out to the City of Ojai - see delivery instructions on Page 3.

DOES THAT COST INCLUDE THE SIGN?

No, the signs themselves are a separate cost.

HOW MUCH WILL MY SIGNS THEMSELVES COST?

Sides: 5 signs (1 on each trolley) is \$600

Back-CENTER: 5 signs (1 on back of each trolley) is \$800

Back-SIDE of CENTER: 5 square signs (1 on each trolley) is \$600

You may change the signs during the year. Your contract amount does not change, and you pay for only the sign manufacturing. Each set of 5 signs (one for each trolley) is the price above. This works well if you offer programs during different times of year. There is no charge to advertising price to change your signs as often as you like.

MAY I KEEP MY SIGNS AFTER MY CONTRACT HAS EXPIRED?

Yes. You own the signs and, when your contract is finished, you may keep your signs. They will be available for pickup. Please note that after a year on the trolley they will have some dirt and dust on them and you are responsible for their cleaning.

NEED ARTWORK?

Ad design is \$200 to create and design your ad. Images and text to be supplied. To have your display sign created for you, please contact ojaitrolleyads@gmail.com

WHAT ARE SIZES FOR ARTWORK TO SUBMIT?

SIDES: FULL SIZE 16.25" x 37.25" includes bleed - (actual visible LIVE size 15.5"H x 36.5"W)

BACK CENTER: FULL SIZE 16.25" H x 38.25"W - (actual visible LIVE size 15.5"h x 37.5" W)

BACK SIDES: FULL SIZE 22" H x 22"W - (actual visible LIVE size 20.75"h x 20.75W)

Vector artwork preferred. Please submit all artwork at 300dpi as PDF, EPS, or .AI FILES with all fonts outlined.

Company _____

Contact person: _____

Address: _____

City _____ State _____ Zip _____

Telephone _____ Email: _____

All payments are due up front, in full, in advance for the term selected.

*You may change signs every 30 days, 90 days or 6 months for the price of the sign cost itself)

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| 1 Year | Chamber Members | Standard |
|-------------------|-----------------|----------|
| Side 1 yr | \$2,800 | \$3,300 |
| Back - large 1 yr | \$3,800 | \$4,475 |
| Back - small 1 yr | \$1,800 | \$2,125 |

Want a bigger discount?
Take off 5% Discount for 2 year contracts!

AD SPACE \$ _____

2

SIGN CREATION/PRODUCTION (You own and can keep the signs after their use) *See page 2 for sign size dimensions and specs

CHECK ONE:

1. SIDE (5 signs, 1 on each trolley side) \$600 ☐
 1. BACK - SIDES (5 signs, 1 on each trolley side) \$600 ☐
 2. BACK CENTER (5 signs, 1 on each trolley back) \$800 ☐

SIGNS COST \$ _____

3

NEED GRAPHICS? CHECK ONE

- ☐ Need graphic design? \$200 for sign design or
☐ I will supply my own graphic design

OPTIONAL GRAPHICS \$ _____

4

Subtotal

SUBTOTAL OF 3 BOXES ABOVE

\$ _____

TOTAL (Make checks payable to City of Ojai-Trolley)

\$ _____

I agree to the terms set forth in this contract (see back)

Signature _____

Date _____

Only completed signed applications, front and back, with payment will be accepted.

Please remove this page and mail (or scan and email), and submit check, payable to City of Ojai -Trolley and mail to: Alex Mooney, 407-B South Signal Street, Ojai, CA 93023



CITY OF OJAI TROLLEY SERVICE ADVERTISING POLICY

The City of Ojai's Ojai Trolley Service will accept limited advertising on and in its vehicles as it deems appropriate in accordance with the following guidelines:

I. PURPOSE AND INTENT

The purpose and intent of this policy is to create definite, uniform standards for the display of advertising and announcements (collectively referred to herein as "advertising") on Ojai Trolley Service vehicles and all other forums owned, controlled or operated by the City of Ojai related to operation of the Ojai Trolley Service.

It is the City's purpose and intent that any and all forums for advertising under this policy are not public forums for political discourse or expressive activity. These areas are not intended to provide a forum for all types of advertisements but only the limited advertisements accepted under this policy. All advertising shall be subject to this uniform, viewpoint-neutral policy. The City's intent and purpose is to take into account interests which are of importance to the operation of the Ojai Trolley Service. These interests include the following:

A. Maintain a professional advertising environment that maximizes advertising revenues and minimizes interference with or disruption of the City's transit system.

B. Maintain an image of neutrality on political, religious or other issues that are not the subject of commercial advertising and are the subject of public debate and concern.

C. Continue to build and retain transit ridership.

II. ADVERTISING STANDARDS AND RESTRICTIONS PERMITTED ADVERTISING

The City's intent is to permit commercial advertising for products and services. All commercial and promotional advertising must meet or exceed high quality standards of art and design as exemplified in the industry and as determined by the City of Ojai or its authorized Advertising Contractor as defined herein.

1. Commercial and Promotional

Advertising. Commercial and promotional advertising solely promotes or solicits the sale, rental, distribution or availability of goods, services, food, entertainment, events, programs, transactions, donations, products or property for commercial purposes or more generally promotes an entity that engages in such activity. Commercial and promotional advertising does not include advertising that both promotes a business or offers to sell products, goods or services, and also conveys a political or religious message, or issue advocacy, and/or expresses or advocates opinions or positions related to any of the foregoing.

2. Disclaimer. The City of Ojai reserves the right, in all circumstances, to require an advertisement to include a disclaimer indicating that it is not sponsored by and does not necessarily reflect the views of the City of Ojai.

3. Additional Requirement. Any advertising must readily and unambiguously include the identity of the sponsor. Website addresses or phone numbers without more information are deemed ambiguous.

4. Government Use. The City reserves the right to utilize any areas it has deemed appropriate for advertising pursuant to this policy for its own promotional purposes, including, but not limited to, the promotion or announcement of City sponsored events, or to permit use by other governmental agencies for the promotion or announcement of local governmental services.

B. Viewpoint Neutral Limitations on Advertising Content

The following viewpoint neutral content based on limitations permitted for placement or display on Ojai Trolley Service vehicles owned or operated by the City of Ojai are established. No advertising is permitted on or in Ojai Trolley Service vehicles and any and all other forums owned, controlled or operated by the City of Ojai, if it or the information contained therein falls into one or more of the following categories:

1. False, Misleading, or Deceptive Commercial Speech. This advertisement proposes a commercial transaction, and the advertisement, any material contained in it, is false, misleading, or deceptive.

2. Unlawful Goods or Services. This advertisement, or any material contained in it, promotes or encourages, the use or possession of unlawful or illegal goods or services under local, state, or federal laws.

3. Unlawful Conduct. The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities under local, state or federal laws.

4. Unauthorized Endorsement. The advertisement, or any material contained in it, implies or declares an endorsement by the City of Ojai or Ojai Transit of any service, product or point of view, without prior written authorization of the City of Ojai through its City Manager.

5. Obscenity or Nudity. The advertising contains any nudity, obscenity, sexual content, sexual excitement, or sadomasochistic abuse as those terms defined by California Penal Code section 311, et. seq., and as such laws may from time to time be amended or supplemented.

6. Community Standards. The advertisement contains material that describes, depicts, or represents sexual activities or aspects of the human anatomy in a way that the average adult, applying contemporary or community standards, would find offensive or inappropriate for viewing by minors.

7. Prurient Interests. The advertising, or any material contained in it, contains harmful matter or any other matter that is prohibited under the provisions of California Penal Code section 313, et. seq., and as such laws may from time to time be amended or supplemented.

8. Tobacco. The advertisement promotes the sale or use of tobacco or tobacco related products.

9. Alcohol, Marijuana, and Regulated Substances. Advertising that promotes the sale or use of beer, wine, distilled spirits, alcoholic beverages, marijuana, or any substance licensed and regulated under California law; however, this prohibition shall not prohibit advertising that includes the name of a restaurant that serves alcoholic beverages that is open to minors.

10. Firearms. Advertisement that promotes or solicits the sale, rental, distribution, availability, or use of firearms or firearms-related products.

11. Demeaning or Disparaging. Advertising that includes language, pictures, or other graphic representations that are derogatory or defamatory of any person or group because of race, color, national origin, ethnic background, age, disability, ancestry, marital or parental status, military discharge status, source of income, religion, gender or sexual orientation.

12. Profanity, Riot. The advertisement contains profane language or presents a clear and present danger of causing a riot, disorder, or other imminent threat to public peace, safety and order.

13. Violence. The advertisement contains an image or description of graphic violence or the depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.

14. Adult - Oriented Goods or Services. The advertisement promotes or encourages, or appears to promote or encourage, adult book stores, nude dance clubs, and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.

15. Political. Advertising promoting or opposing (i) a political party; (ii) the election of any candidate or group of candidates for federal, state or local government offices; (iii) any legislation, initiative, referendum or ballot measure; or (iv) a political action committee, political campaign or political philosophy.

16. Religious. Advertisement that contains any direct or indirect reference to religion, deity or includes the existence or nonexistence of any deity, religious creed, denomination, belief, tenet, cause or issue relating to religion.

17. Public Issue. Advertising expressing or advocating an opinion, position, or viewpoint on matters of public debate about economic, political, religious or social issues, that causes City owned property to become a public forum.

18. Harmful or Disruptive to Transit System. Any material in the advertisement that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of or interference with the City's transportation system. The advertising, or any material contained in it, incorporates

any rotating, revolving, or flashing devices, or other moveable parts.

19. Traffic Interference. The advertising, or any material contained in it, displays any word, phrase, symbol or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.

III. ADVERTISING PROGRAM AND ADMINISTRATION

The City shall incorporate this Policy into its advertising contracts.

Review by Advertising Contractor

The City's Advertising Contractor shall review each advertisement submitted for display on or in Ojai Trolley service vehicles to determine whether the advertisement complies with this policy. If it appears the advertisement may be questionable, the Advertising Contractor shall notify the City Manager, or designee, and obtain approval before the advertisement is installed.

Review by the City Staff

The City Manager or designee shall review the advertisement and supporting information to determine whether or not the advertisement complies with this policy. If the City Manager, or designee, determines the advertisement does not comply with this policy, a written document will be prepared and forwarded to the Advertising Contractor specifying the standard(s) with which the advertisement does not comply.

Notification to Advertiser

The Advertising Contractor will send the advertiser a prompt, written notification indicating advertisement rejection with specific standard(s) the advertisement failed to comply with and a copy of this policy. A copy of the rejection notification will be forwarded to the City Manager or designee for retention.

Appeal to City Manager

Rejection of an advertisement may be appealed to the City Manager, or designee, by written notification to the City Manager. The City Manager will review all pertinent documents and issue a written decision. The City Manager's decision shall be final and is not subject to appeal.

Unilateral Amendment

The City of Ojai reserves the right to unilaterally amend this policy at any time upon providing written notice to any advertiser then under contract with the City.

Moratorium

The City of Ojai, through the City Manager, reserves the right to at any time, subject to any contractual obligations, declare a complete ban or moratorium on all advertising on any real or personal property under the City's control and direct that no advertising of any kind, other than City advertisements or announcements, be accepted for display and posting.

INITIAL HERE

By initialing I agree to the terms set forth in this contract