



OJAI TROLLEY ADVERTISING 2018

ABOUT THE 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 criss-crosses 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.

HOW WILL IT LOOK?

In keeping with the quaint look of the existing trolleys, frames will be attached to the sides of the trolleys, into which signs can be inserted. This will be similar to trolley advertising in other cities that have created similar programs. Below are some examples of what the look will be once the signs are affixed to the sides.

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 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. Members of the Ojai Valley Chamber of Commerce businesses will be given a 15% discount off of standard advertising rates. Applications will be taken on a first-come, first served basis.



A. Trolley Left (L-R, positions A1-4)



B - Trolley Right (L-R, positions B1-4)



C - Trolley Back

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

OJAI TROLLEY ADVERTISING PROGRAM

HOW LONG WILL MY AD RUN?

Ad contracts are for 3 month contract minimum, although you can change your ad every 30 days no matter how long your contract is, and you only pay for the cost of the printing. As a reminder, every time you change your signs, they change on all 5 trolleys, so you do purchase 5 signs at a time.

Ad contracts are available for 3 month, 6 month, 9 month, annual contracts. (The longer your contract, the more cost effective it is).

HOW MUCH DOES IT COST?

You will pay for your ad space, as well as your sign itself. Below are the costs for each, to advertise and to pay for your sign.

You can have a contract for any amount of time starting at 3 months, in 3 month increments, but every 30 days you can change your sign, as long as you pay for the signs themselves.

As a reminder, prices are for signs to be on all 5 trolleys at once, and 2 trolleys are running all the time, 7 days a week.

- A** **B** Side panels (Left side, A1-4 & B1-4) **\$300/mo** - minimum 3 month contract / 3 month increment contracts
- C** Back Center (C) **\$700/mo** - minimum 3 month contract

These prices are valid for contracts signed before Dec 1, 2018.

15% Discount offered to all active Ojai Valley Chamber Members

5% Discount offered to all who pay for **annual contract** in advance (Side = \$3420/year | Save \$180/year / Back = \$7980 | save \$420 year)

HOW MUCH IS MY SIGN ITSELF?

Because sign materials do fade over time, the material you will use will be based on how long you want your sign to be up. For 3 months, a Coroplast material is sufficient. From 6 or 9 months, you will need a PVC material sign. For an annual sign a metal sign is required. Signs are printed directly at customer cost, paid to Fast Signs in Ventura.

Reminder - every time you purchase signs, you will replace all 5 signs, on all 5 trolleys, so you are always purchasing 5 of each sign at a time. Cost is only \$50 per sign for a side sign for 3 months, but you must buy 5 of them at once to be on all trolleys at once. If you replace your signs every 30 days, you will buy 5 more signs each 30 days to cover all trolleys.

SIGN MATERIAL*	COROPLAST	PVC	METAL
CONTRACT DURATION	3 MONTHS	6-11 MONTHS	12+ MONTHS
SIDE PANELS (5 of each sign)*	\$250	\$350	\$500
BACK OF TROLLEY PANEL (5 of each sign)	\$300	\$425	\$575

**These are paid directly to Fast Signs in Ventura and do not include tax. You will place your order, send artwork for your signs and then they will send you an invoice for the sign material. Installation of the signs onto the trolleys is included.*

Reminder, you will always print 5 signs at a time, since your sign will be on **ALL 5 TROLLEYS** at the same time, making sure that two signs are always circulating the Ojai Valley at all times!

ARTWORK SIZE/SPECS

Artwork to emailed in camera ready format in PDF, EPS, JPG at 300 dpi

SIDE PANELS LIVE SIZE 16.25" x 37.25" (includes bleed - actual visible size 15.5" x 36.5")

BACK PANEL LIVE SIZE 38.25" x 20.25" (includes bleed - actual visible size 37.5" x 19.5")

Submit artwork to OjaiTrolleyAds@gmail.com

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. Payment will be made separately, make checks payable to Mooney Creative for your sign design.

Questions? OjaiTrolleyAds@gmail.com

OJAI TROLLEY ADVERTISING APPLICATION/CONTRACT

All applications are handled on first come, first served basis.

Yes, you will have to make out separate checks:

1. **Cost of Ad Space on Trolley** Payable to: City of Ojai
2. **Cost of Sign Printing** Payable to: Fast Signs
3. **OPTIONAL Graphic Design** Payable to: Mooney Creative.

REMINDER: To reserve space you must send a check for first and last month, regardless of the length of your contract.

The only exception to this is if you are paying for your year in advance where, of course, you also get the 5% discount for paying a year in advance.

1 Ad cost itself

TROLLEY ADVERTISING COSTS		Checks payable to City of Ojai				
All contracts are 3 month contracts	3 months (min.)	6 months	9 months	Annual (paid monthly)	Annual (paid yearly)	
					5% discount	Paid in Advance
SIDE (\$300/month)	\$900.00	\$1,800.00	\$2,700.00	\$3,600.00	-\$180.00	\$3,420.00 <i>Non Ojai Chamber</i>
Chamber discount (15% off)	-\$135.00	-\$270.00	-\$405.00	-\$540.00		
Chamber discount amount:	\$765.00	\$1,530.00	\$2,295.00	\$3,060.00	-\$153.00	\$2,907.00 <i>Ojai Chamber Members</i>
BACK (\$700/month)	\$2,100.00	\$4,200.00	\$6,300.00	\$8,400.00	-\$420.00	\$7,980.00 <i>Non Ojai Chamber Members</i>
Chamber Discount 15%	-\$315.00	-\$630.00	-\$945.00	-\$1,260.00		
Chamber discount amount	\$1,785.00	\$3,570.00	\$5,355.00	\$7,140.00	-\$357.00	\$6,783.00 <i>Ojai Chamber Members</i>

(Reminder, once a contract has been accepted, it is non refundable. You will be invoiced for any months in between first and last)

ADVERTISING COSTS	CIRCLE ONE				START HERE:
1 PAYING IN FULL - SIDE PANEL	3 MOS	6 MOS	9 MOS	ANNUAL	FIRST: Circle your choice at left.
OJAI VALLEY CHAMBER MEMBERS	\$765	\$1,530	\$2,295	\$2,907	Are you paying in full or
NON MEMBERS	\$900	\$1,800	\$2,700	\$3,060	paying a deposit?
					Enter amount below in one of
					the boxes:
2 PAYING IN FULL - BACK PANEL	3 MOS	6 MOS	9 MOS	ANNUAL	
OJAI VALLEY CHAMBER MEMBERS	\$1,785	\$3,570	\$5,355	\$7,140	
NON MEMBERS	\$2,100	\$4,200	\$6,300	\$8,400	
3 or: DEPOSIT AMOUNT - FIRST AND LAST					FULL AMOUNT PAID HERE:
CHAMBER MEMBERS:					
Side panel - (month to month)		\$510	(regardless of contract length, with the exception of annual, paid up front)		
Annual payment - Side Panel (paid in advance)		\$7,980			
Back panel - (month to month)		\$1,190	(regardless of contract length, with the exception of annual, paid up front)		
Annual payment - BACK Panel (paid in advance)		\$6,783			
NON CHAMBER MEMBERS:					
Side panel - (month to month)		\$600	(regardless of contract length, with the exception of annual, paid up front)		
Annual payment - Side Panel (paid in advance)		\$3,420			
Back panel (month to month)		\$1,400	(regardless of contract length, with the exception of annual, paid up front)		
Annual payment - BACK Panel (paid in advance)		\$2,907			

OR

DEPOSIT (FIRST/LAST)

Make check out to **City of Ojai**
Give check to Alex Mooney or
mail in with your contract.

You will be invoiced for
subsequent months if
applicable.

2 Cost of signs

SIGN MAKING COSTS	Checks payable to Fast Signs, Ventura			NEXT:
	3 MONTHS	6 or 9 Months	12 Month or more sign (Metal)	CHOOSE YOUR SIGN COST:
	or 30 day change out	(no sign change)	(no sign change)	
SIDE	\$250.00	\$350.00	\$500.00	
BACK:	\$300.00	\$425.00	\$575.00	
REMINDER - if you want to change your signs every 30 days, or any increment, you will have to pay the sign cost itself, depending on how long that new sign is to be in place.				
Regular sign prices apply				

3 OPTIONAL Services:

GRAPHIC DESIGN COSTS	Checks payable to Mooney Creative
Initial Ad Design	\$200
30 day Ad revision cost \$100 each	

LAST (Optional)

NEED AD DESIGN?

Make your check out to **Mooney Creative**
Give check to Alex Mooney or
mail in with your contract.

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.

Mail your completed application (keep first 2 pages, submit last 2 pages), with your checks, to:

City of Ojai - Trolley Advertising, 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, or appears to promote or encourage, 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.

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