

# I-RIDE Trolley

## Interior Graphic Display Advertising

### District Partner Rates



The I-RIDE Trolleys now offer additional advertising opportunities with high profile interior graphic display areas.



### Side Displays

Spotlight your business on the walls that line the aisle of the I-RIDE Trolley.

Six available per trolley.  
Size: 33" x 12" tall

Rate: **\$115 NET** per month/  
per Sign

Plus \$75 one time production and installation fee per one sign.\*



### Back Wall Displays Horizontal or Vertical

Located in the rear of each I-RIDE Trolley at eye level with boarding passengers.

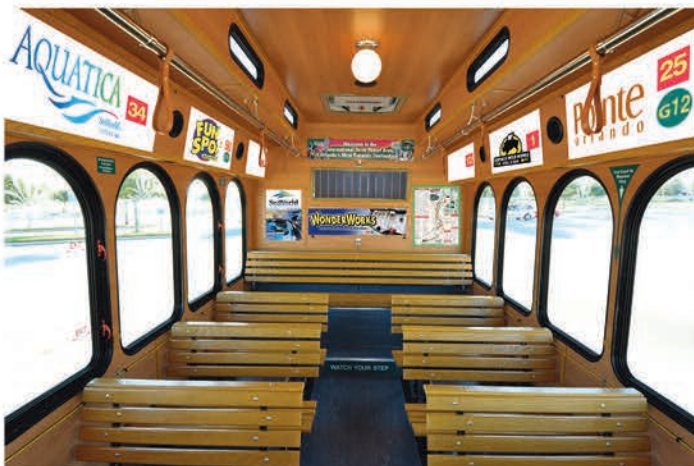
Only two available per trolley.

Horizontal Size:  
45" wide x 12" tall

Vertical Size:  
17" wide x 23.5" tall

Rate: **\$175 NET** per month/  
per display

Plus \$100 one time production and installation fee per sign.\*



### Production Requirements:

**Artwork Due:** Two weeks prior to posting.

**Design Software:** Please choose program(s) that are intended for single page design, such as Illustrator and Photoshop. Multi-page layout programs, such as Quark, are inappropriate.

**Resolution:** The minimum input resolution for our printer is 100 dpi @ 100%. Keep in mind that if you are working at quarter scale, you will need to increase the resolution of your linked files to 400 dpi.

**Linked Files:** Be sure to link your image files – do not embed them. Embedded FPO's are OK.

**File Formats:** Linked files should be provided as .tif or .psb. The artwork, including the template layer, should be saved as .ai or .eps.

**Bleed:** Provide 1" bleed on all sides.

**Fonts:** Outline all fonts.

All interior signage is sold on a one month/four display minimum.

**\*Product guaranteed for 6 months.**

Contact Norah White at 407-248-9590  
or [NWhite@IRideTrolley.com](mailto:NWhite@IRideTrolley.com)