



PSA/Non-Profit Transit Bench Campaign

Thank you for your interest in our bus bench advertising. Once you are authorized by the City of Los Angeles to utilize the bus bench program, we will be glad to assist you to ensure the success of your campaign.

We offer bus bench advertising panels on a space available basis. We can provide you with a typical list of benches in your target area, but these are not guaranteed locations and no sites can be held for the future.

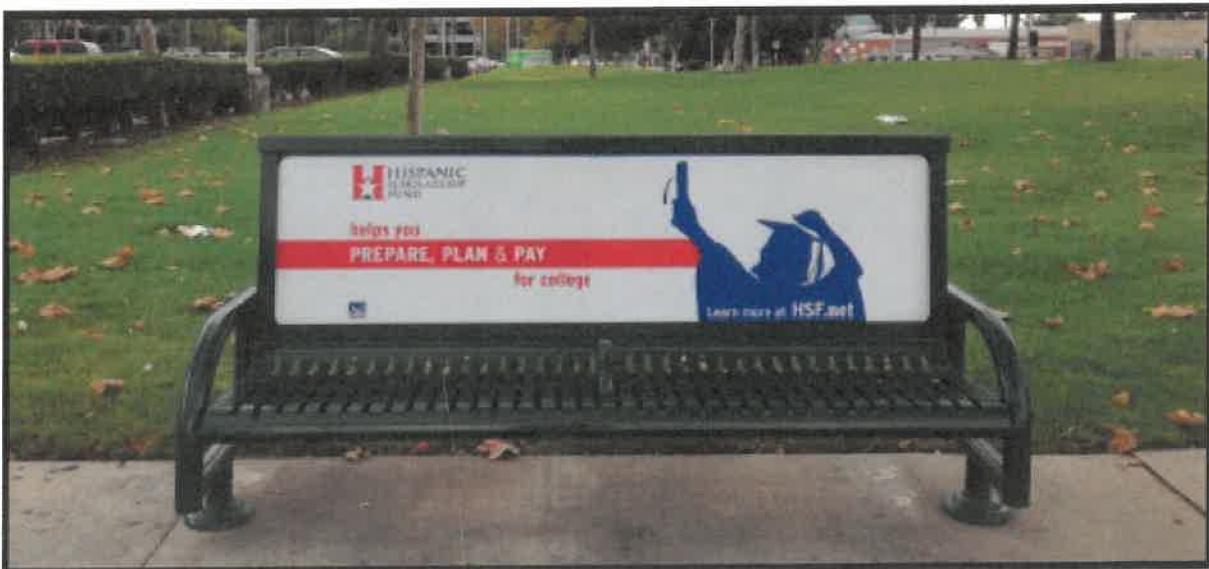
The only cost that is required is the production and design cost. All design (if applicable) and production charges are to be paid in advance before design and/or production begin. Below is the pricing structure for those costs:

Production Costs (Per Design)

<u># of Prints</u>	<u>Cost Per Print</u>
1	\$150
2-9	\$100
10-24	\$80
25+&	\$65

Designs: Only 1 design for every 10 benches is allowed without incurring additional charges.

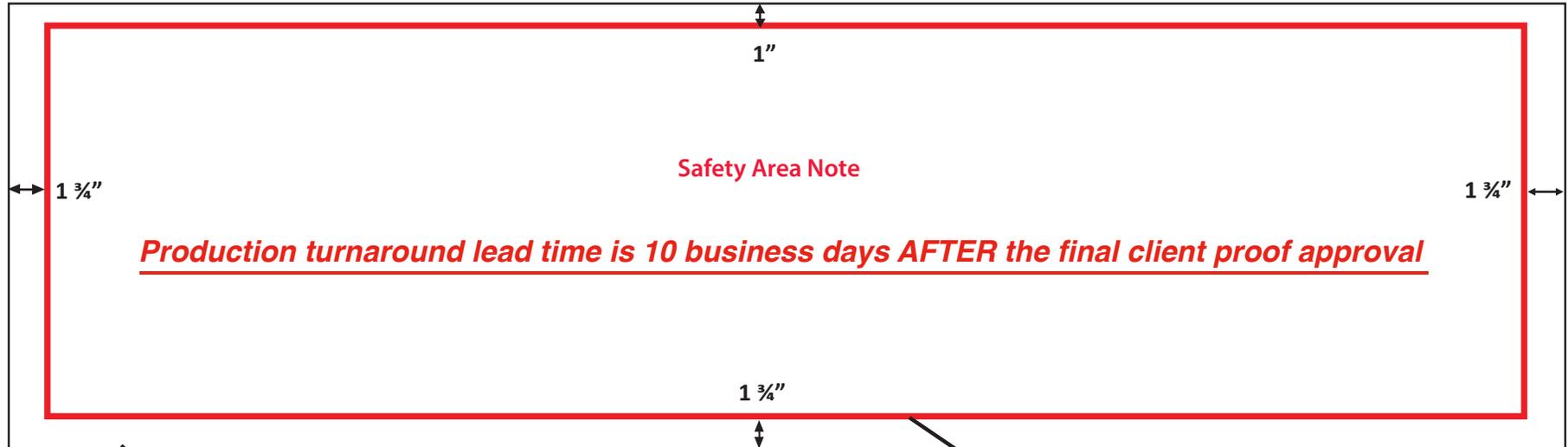
Design Cost: \$100 for basic design (2 changes only to design). Advertiser must supply high resolution logos and images (when applicable).



InSite Street Media

Tel 310.559.1600 • Fax 310.559.1666

Transit Bench Design Specifications



Panel Size

This is the size of the actual panel. The background color should bleed to the edge of this panel size.

Viewing Size

This is the size where live copy can be seen. Any text or image between the Viewing Size and the Panel Size will not be seen.

Transit Bench Dimensions		
	Height	Length
Finished Panel Size	24"	84"
Viewing Size <small>*See Safety Area Note above</small>	21.25"	80.5"
Digital File Size	6"	21"
Digital Viewing Size	5.312"	20.125"

Digital File Guidelines

- File must be built at a minimum of 300 dpi.
1/4" scale = 6"h x 21"w, live area 5.312"h x 20.125"w
- **When building your file, keep in mind the viewing size is not centered, it's equal on left, bottom, and right sides.**
- CMYK color mode.
- Provide finished artwork as a high resolution PDF file.

FTP Site Upload Info

File Access: <https://app.brickftp.com>
 Domain name: martin
 Username: Client Access
 Password: ClientFTP

Our Printer uses Illustrator when opening your file.

Before submitting please be sure to:

- **CONVERT ALL YOUR FONTS TO OUTLINES**
- **ATTACH ALL YOUR FONTS WITH YOUR FILE**

Sunland-Tujunga Neighborhood Council

Citizen Participation ...to make government more responsive to local needs
...shall have an advisory role on issues of concern to the neighborhood



www.stnc.org

[⚠ In Response to COVID-19 StreetsLA Public Counters Are Closed - We Will Continue to Serve You Virtually, Click for More Info](#)



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Public Service Announcement (PSA) Fact Sheet

Public Service Announcements (PSAs) may be placed on City bus shelters free of charge. Please note that while there is no cost to post and display PSAs, there is still a cost associated with printing.

Access to bus benches, shelters, and Public Amenity Kiosks (PAK) for PSA campaigns is subject to availability, so no specific location is guaranteed, and your PSA may be relocated from time to time. Your start date will be subject to availability, as the vendor may not have any structure available in your desired location(s) on the selected date. Request should be made 8 weeks in advance.

This service is only available to City Departments, Council Offices, Neighborhood Councils, and other non-profit community entities sponsored by City Departments and Council Offices.

Artwork requirements

Bus Shelter and PAK: All bus shelter artwork must be completed 8 weeks in advance of your running date. All artwork must meet the bus shelter design specifications and include the City Seal (download the city seal [here](#)) and sponsored department logo in the design.

[Bus Shelter Specifications \(sites/default/files/shelter_spec.pdf\)](#)

Number of prints recommended: For good coverage City-wide, 250 to 300 posters are normally required; for good coverage within a specific Council District, 15 to 25 posters are normally required; for good coverage within a Neighborhood Council, 3 to 5 posters are normally required.

Bus Bench: All bus bench artwork must be completed 6 weeks in advance of your running date. For instance, if you plan on running PSAs

on 2/1/19, then your artwork must be completed by 12/20/18 and ready to be reviewed. All artwork must meet the bus bench design specifications and include the City Seal [Download the City Seal here \(sites/default/files/LASeal.jpg\)](#) and sponsored department logo in the design.

[Bus Bench Specifications \(sites/default/files/bench_spec.pdf\)](#).

Number of prints recommended: For good coverage City-wide, 250 to 300 posters are normally required; for good coverage within a specific Council District, 15 to 25 posters are normally required; for good coverage within a Neighborhood Council, 3 to 5 posters are normally required.

Pricing and Printing

Bus Shelter and PAK: See OFMJCD [list of recommended printers here \(sites/default/files/rec_printers.pdf\)](#).

City Departments may be able to utilize City of Los Angeles Publishing Department. Contact [ron.gallegos@lacity.org \(mailto:ron.gallegos@lacity.org\)](mailto:ron.gallegos@lacity.org) for a quote, once you have your artwork.

Bus Bench: Printing cost must be paid to Martin Outdoor Media before the job is sent to the printer. Once the proof is approved by, it will take up to 10 business days for printing and placement of the ads. See Martin Outdoor Media [Bus Bench pricing here \(sites/default/files/bench_pricing.pdf\)](#).

Most Ad/PSA campaigns are displayed for a 4 to 6 week period. If you wish to have the contractors set-aside the posters after they've been displayed, please let us know in advance. Bus bench posters can be reused especially if the content is not date specific.

Make a request:

What entity are you representing?:

Neighborhood Council: Contact Department of Neighborhood Empowerment (DONE)

For PSA request on our bus benches, you may access an additional information and a request form through this link:

<https://form.jotform.com/90027123472145> (<https://form.jotform.com/90027123472145>).

For PSA on transit shelters and Public Amenity Kiosk (PAK), you may access an additional information and a request form through this link: <https://form.jotform.com/90037104703142> (<https://form.jotform.com/90037104703142>).

Others:

This service is only available to City Departments, Council Offices, Neighborhood Councils, and other non-profit entities sponsored by City Departments and Council Offices.

Please fill out the attached form below:

Full Name *

Email Address *

Verify Email Address *

*Email addresses must match.

Phone Number *

Sponsor Department *

Department Contact

(If different from primary contact)

Campaign Title *

Reason for PSA *

Please enter your reason for the PSA here.

Desired Display Period *

- 4 Weeks
- 6 Weeks
- As Available

Is this PSA for a Scheduled Event? (Is the PSA Date Sensitive?) *

- Yes
- No

Desired Display Area *

- City-Wide
- Council District
- Neighborhood Council
- If Council District or Neighborhood District Specify Which

Do you want the posters returned to you? *

- Yes
- No

SUBMIT

