

ADVERTISING RESERVATIONS POLICY

Advertising space may be reserved by entering into a contract in advance of the effective contract date. Available terms for advertising on any space are 30 days, 90 days (one semester), 180 days (Fall and Spring semester), and 360 days (full year). Following are the maximum advance reservation time periods for each available advertising location. Contracts will be entered into dependent upon availability of space.

RIGHT OF FIRST REFUSAL

Advertisers with a current contract will be contacted to see if they are interested in renewing their contract if another party has expressed an interest in that same space. Current advertisers have the right of first refusal of the advertising space. When long-term contracts are expiring, contract renewal will be offered to the current contract holder before being made available to other parties. Long-term contracts are those of ten (10) months or greater duration. Right of first refusal applies to all available MTD advertising spaces.

EXTERIOR BUS ADVERTISING (Non-Exclusive Campus)

Advertisers interested in purchasing a 12-month contract may enter into a contract to reserve non-campus exterior bus space a maximum of twelve (12) months prior to the effective contract date. Advertisers interested in purchasing a contract for less than a 12-month period may enter into a contract to reserve non-campus exterior bus space a maximum of six (6) months prior to the effective contract date.

Please see below for Exterior Bus Advertising and Wraps (Exclusive Campus).

BUS WRAPS (Non-Exclusive Campus)

Advertisers interested in purchasing a 12-month contract may enter into a contract to reserve non-campus bus wrap space a maximum of twelve (12) months prior to the effective contract date. Advertisers interested in purchasing a contract for less than a 12-month period may enter into a contract to reserve non-campus exterior bus space a maximum of six (6) months prior to the effective contract date.

Please see below for Exterior Bus Advertising and Wraps (Exclusive Campus).

EXTERIOR BUS ADVERTISING AND WRAPS (Exclusive Campus)

Exterior advertising space is available on the MTD's twelve (12) articulated buses exclusively serving the University of Illinois campus. The MTD's articulated buses operate during the University of Illinois Fall and Spring semesters. The MTD's articulated buses do not necessarily operate during the Summer Session.

No Competing Advertisers

Advertisers interested in purchasing a Fall and Spring semester contract (180 days) may enter into a contract to reserve exterior bus space a maximum of twelve (12) months prior to the effective contract date. Advertisers interested in purchasing a contract for only the Fall or Spring semester (90 days) may enter into a contract to reserve exterior bus space a maximum of six (6) months prior to the effective contract date.

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Competing Advertisers

When more than one advertiser is interested in a particular advertising space on the MTD's twelve (12) articulated buses exclusively serving the University of Illinois campus, the advertising space is sold through a bidding process. Advertisers will be contacted by the MTD's Advertising Account Executive when such a situation arises.

Advertisers must bid each of the buses' five (5) advertising locations and/or bus wraps separately. Bids must include the number of semesters desired. Bids must be submitted for the selected advertising space on each bus in the entire articulated bus fleet (12 buses). Advertisers may submit only one bid. The space will be awarded to the advertiser with the highest per-month bid. The minimum bid shall not be less than the posted monthly rate for exclusive campus advertising.

Bids are accepted prior to the Fall and/or Spring semester. Bids must be received by the MTD no later than 30 days prior to the effective contract date. No bids are accepted for the Summer Session.

Articulated buses serving the University of Illinois campus have five (5) exterior spaces as described below.

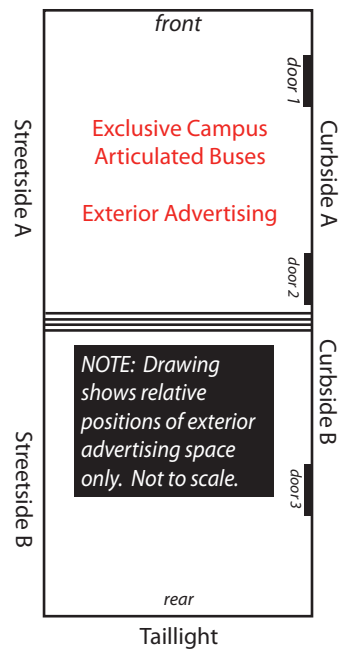
Curbside A - This 22"H x 66"W space is on the side of the bus facing away from the street and is located near the front door.

Curbside B - This 22"H x 66"W space is on the side of the bus facing away from the street and is located near the rear door.

Streetside A - This 30"H x 144"W space is on the side of the bus facing the street and is located near the front of the bus.

Streetside B - This 30"H x 144"W space is on the side of the bus facing the street and is located near the rear of the bus.

Taillight - This 21"H x 66"W space is located on the rear of the bus.



INTERIOR ADVERTISING

Standard

Standard interior bus advertising space consists of overhead panels on both the right and left sides of the bus. Dimensions for advertisements for the standard interior space are 11"H x 17"W. Standard interior bus advertising space is generally available and no advertising reservations are necessary.

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Driver Panel

The driver panel advertising space is on the panel directly behind the driver's seat facing the passenger area. Dimensions for advertisements for the driver panel space are 22"H x 20-3/4"W. Advertisers interested in purchasing a 12-month contract may enter into a contract to reserve driver panel interior space a maximum of twelve (12) months prior to the effective contract date. Advertisers interested in purchasing a contract for less than a 12-month period may enter into a contract to reserve driver panel interior space a maximum of six (6) months prior to the effective contract date. Advertiser's ad may be preempted for up to one week at a time for District notices. Advertisements preempted for such notices will be pro-rated and the time added to the end of the contract.

ROUTES & SCHEDULES BOOK (Cover and Interior Space)

The Routes & Schedules book is printed in July and is printed only once per year. Advertisers interested in purchasing space in the Routes & Schedules book may enter into a contract to reserve space up to twelve (12) months prior to the effective contract date. *(Advertisers who place an ad in the Routes and Schedules book receive a standard interior advertising spot for one month on 75 non-exclusive community MTD buses at no charge. The month advertised is at the MTD's discretion.)*

MTD WEBSITE

Advertisers interested in purchasing space on the MTD website (www.cumtd.com) may enter into a contract to reserve space a maximum of six (6) months prior to the effective contract date. Advertising is only available on Routes & Schedules pages.

STOPwatch.PLUS

Advertisers interested in purchasing space on the STOPwatch.PLUS display(s) may enter into a contract to reserve space a maximum of six (6) months prior to the effective contract date.