

Interior Bus Grab Handle Advertising

UNIVERSITY *of* DELAWARE

Our UD shuttle bus fleet now offers interior grab handle advertising space. Interior bus advertising is a great opportunity to promote your business, service or event! Our grab handles are highly visible and a very effective way to reach the campus population.

You'll get 11 handles (one in each of our 11 buses)—which gives your message exposure to more than a million riders each year. The buses carry riders morning, noon and night, serving residence halls, downtown Newark, apartment complexes, local shopping centers and many other sites across the Newark.



Dimensions and Rates

5" W x 2.75" H

.25" bleed all sides

300 dpi @ 100%

Minimum purchase of 11 grab handles

1 handle in each of the 11 buses \$1,750

2nd set 20% discount \$1,400

Dare to be first.



Office of Communications and Marketing

The Academy Building • 105 East Main St. • Newark, DE 19716-7201

Telephone: (302) 831-4890 • Fax: (302) 831-4639 • advertising@udel.edu

www.udel.edu/ocm