

Ad Production Specifications

Terms & Restrictions

Terms

A deposit equal to one month's payment is due in advance to reserve space. Succeeding months are billed at the beginning of each contract month and are payable upon receipt. The deposit will be held until the end of the contract term and will be applied to the final month of the contract. Non-payment will result in immediate removal of signs and cancellation of contract.

Posters become the property of MST. Used posters are disposed of after their contract has expired and will not be returned to clients or designers/artists nor will they be stored by MST. New vinyl posters are required to resume advertising following any break between advertising periods.

Restrictions

MST does not accept political, religious or sexually explicit advertising, nor does MST accept alcohol or tobacco messages.

Reservation & Specifications

To reserve advertising space or confirm space availability, call MST's Marketing & Sales Specialist, at (831) 393-8115.

Mechanical Requirements

Advertiser is responsible for design, production and printing of posters. MST will provide mounting in order to simplify shipping and delivery of posters. Please refer to www.mst.org or call for production and mounting pricing.

Exterior posters are to be printed on 4 mil. Flexcon Busmark adhesive-backed vinyl. All ads must be mounted to 5 mm. Coroplast. Ads are to be mounted as one piece. Coroplast must be cut to the exact size of the bus ad frame. All four corners of mounted ad are to be trimmed at a 45° angle. Ad frame dimensions can be found on the rate sheet.

Live areas should be no closer than 2" from all four borders to allow for frame.

Shipping

Mounted ads must arrive at MST a minimum of three days prior to start of ad campaign. Unmounted ads must arrive at MST a minimum of 14 days prior to start of campaign. Drop ship location for printing and/or mounting is available on request. Do not ship unmounted ads to MST. Mounted ads may be shipped directly to MST at: One Ryan Ranch Road, Monterey, CA 93940.

