

## The MOOver

Operating since 1996, The MOOver operates public transit services throughout southeast Vermont and four neighboring towns in New Hampshire. Our vehicles feature Holstein spots which are eye-catching and popular with anyone who sees or rides on them. The Southeast Vermont Region features 24 routes serving 29 Windham and southern Windsor County towns. Each year we travel over 875,000 miles and

## Mobile Outdoor Billboards

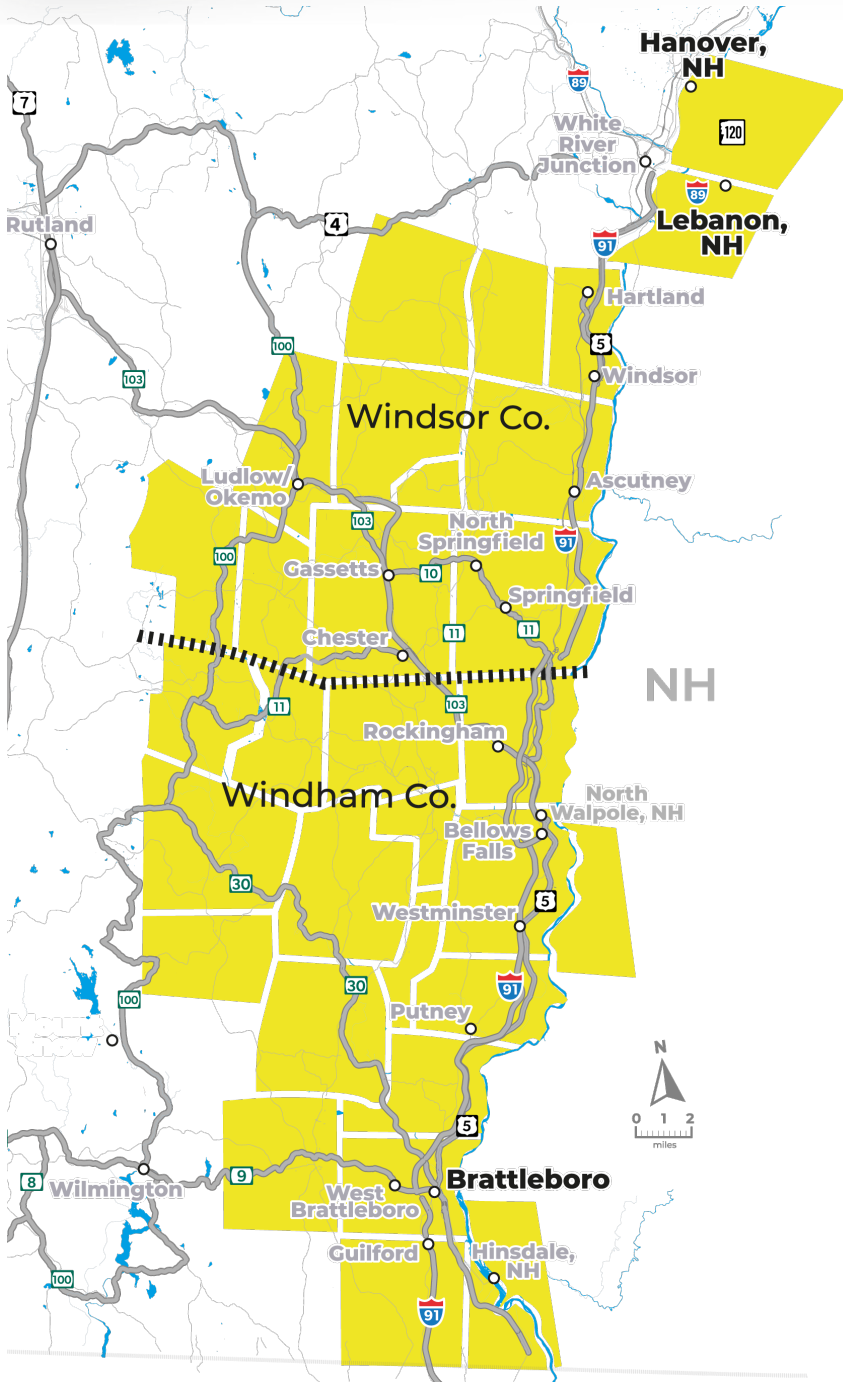
Buses are large outdoor moving billboards. Your message will be visible everywhere from village and town streets, and on major interstate highways. It will be seen by a wide variety of riders including residents, visitors, passing motorists, and pedestrians. With the Holstein-spotted motif, your message will stand out more than ever.



## Why A Southeast Vermont Region Sponsorship?

*By purchasing a side or rear window of the bus, sponsors receive:*

- Impressions by drivers and riders who see our buses as they travel over 875,000 miles annually
- Our routes serve 29 towns including Brattleboro, Ludlow, Bellows Falls, Springfield, Okemo, and Chester.



## Southeast Vermont Sponsorship Region

Hours on the Road	45,000
# Towns Served	29
#Miles Traveled	875,054
# Routes	24
# Vehicles	31

7/1/22-6/30/23

## 2024-25 Southeast Vermont Sponsorship Rates

	12 Months
Curb Side or Driver Side Bus Windows	\$10,000
Rear Window	\$10,000
11" x 17" Interior of the Bus Message	\$2,000

All rates include printing, installation, and removal

### The MOOver Sponsorship Design Specs

The MOOver does not sell advertising but sells sponsorships. Sponsorship messages may contain your company's name, logo, address, phone number, website address, a neutral description or list of products or services, and logos and slogans that are an established part of your company's identity. No price information or comparative language is allowed. The MOOver reserves the right to refuse a sponsorship request and to refuse an individual message presented by a sponsor.

#### YOUR MESSAGE CAN APPEAR ON OUR BUSES IN SEVERAL DIFFERENT FORMATS:



Your message can span the entire width of all windows including the space between the window pane



Or your message can be split on each individual pane of glass



Message on rear window of bus



Message on the interior of bus

Sponsors provide a hi-res PDF based on our specifications. Pricing includes production of size appropriate perforated vinyl window, shelter, and interior graphics plus installation on all buses and the eight shelters.

Files for each window must be vector files to be opened in Adobe Illustrator or a high res image in Adobe. Allow a 1" bleed around all sides for accurate fit of the message onto the window.

- All fonts must be outlined
- Any images need to be a minimum 150dpi
- All images need to be embedded or sent separately
- The fleet has different vehicle and window sizes available upon contract signing

### SPONSORSHIP MESSAGES WILL NOT BE ACCEPTED IF THEY:

- Embody, reflect, imply or otherwise create an appearance of an endorsement of a particular political body or candidate.
- Reflect, imply, or otherwise express a viewpoint on controversial issues of public importance or interest.
- Are inconsistent with The MOOver's nonprofit mission.
- Will tend to jeopardize The MOOver's sources of funding for its public services and other activities.
- Manufacture or advocate for tobacco, alcohol or firearm products, vaping, or illegal drugs.
- Are of a sexual nature or promoting and marketing sexually oriented materials, services or products.
- Contain qualitative or comparative language, price information or other indications of savings or value, endorsements, or inducements to purchase, sell or use the products or services.

