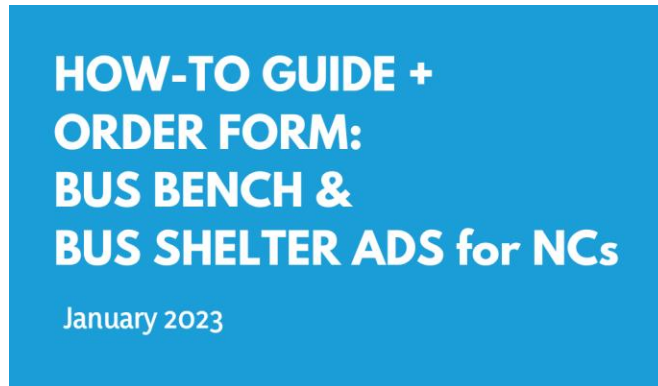


Attachment "C"



Bus Bench Ad Placement Request

The City of Los Angeles's Coordinated Street Furniture (transit shelters, PAKs, APTs) Program enables City Departments and Neighborhood Councils to display Public Service Announcements (PSAs) on the City's bus benches free of charge. Please note that while there is no cost to rent the space to display PSAs, there is still a cost associated with printing the ad graphics, which NCs will have to pay for.

Due to the high number of requests, we ask that Neighborhood Councils advertise 1-6 bus benches PSAs within their boundaries.

Please keep in mind that access to bus benches for PSA campaigns is subject to availability, so no specific location is guaranteed and your PSA may be relocated from time to time.

Please click on the bus bench fo<https://form.jotform.com/203147054709150rm> **to submit your request.**

ARTWORK

All bus bench artwork must be completed 6 weeks in advance of your running date. For instance, if you plan on running PSAs on 3/15/2023, then your artwork must be completed by 2/1/2023, and ready to be reviewed. All artwork must meet the bus bench design specifications linked below, and include the City Seal ([download the City Seal here](#)) in the design.

View the [Bus Bench Artwork Specifications](#).

PRICING AND PRINTING

Make sure your board has approved and set aside a budget for bus bench printing costs. Please see [Insite Street Media Bus Bench pricing here](#).

Printing cost must be paid to Insite Street Media before the job is sent to the printer. Once the graphics are approved by the Mayor's office, it will take up to 10 business days for printing and placement of the ads.

No cost for benches, only cost for production of ads.

Bus Shelter Ad Placement Request

The City of Los Angeles's Coordinated Street Furniture (transit shelters, PAKs, APTs) Program enables City Departments and Neighborhood Councils to display Public Service Announcements (PSA's) on the City's bus shelters free of charge. Please note that while there is no cost to post and display PSA's, there is still a cost associated with printing. Due to the high number of requests, we ask that Neighborhood Councils advertise 1-3 bus shelter PSA's within their boundaries.

Please keep in mind that access to bus shelters for PSA campaigns is subject to availability, so no specific location is guaranteed and your PSA may be relocated from time to time.

Please click on the [bus shelter form](#) to submit your request.

ARTWORK

All bus shelter artwork must be completed 8 weeks in advance of your running date. For instance, if you plan on running PSAs on 4/1/2023, then your artwork must be completed by 2/4/2023 and ready to be reviewed. All artwork must meet the bus shelter design specifications and include the City Seal (download the city seal [here](#)) in the design.

[Bus Shelter Specifications](#)

PRICING AND PRINTING

Make sure your board has approved and set aside a budget for bus shelter printing costs.

City of Los Angeles Publishing Department can print your artwork for about \$65/print (please contact daniel.hurst@LAcity.org for a quote, once you have your artwork). Please note that you may go to any other print shop that is able to print bus shelters.

After your files are sent to the print shop, they will send you a proof. Once the proof is approved by your board, it will take up to 14 business days for printing and placement of the ads.

TIMESAVING TIPS

If you just want to quickly activate the available ad space in your area to increase Neighborhood Council awareness, save time on designing artwork and negotiating the approval process by using one of the Department's pre-approved designs. While these cannot be customized, you'll be able to set these ads in motion immediately for just the cost of printing.

The other timesaving option is to use one of our Canva templates for bus bench ads. This saves time on creating artwork, as all you need to do is add your logo and links.

However, artwork made with the Canva templates still needs to pass through the approval process. These templates are in a folder in your NC's Canva Pro account; here's a guide to finding that folder. (Need your NC's Canva login? Please contact your NEA.)

If you are using Canva templates to create your artwork, rather than scrolling through the Canva dashboard to find the templates you want, you can also log into your NC Canva account, then use the links on [this list of Canva templates](#) - which functions like a table of contents - to navigate straight to the bus bench or bus shelter templates.

If someone on your NC is a designer or you have the time and budget to hire one, you can also create your own custom artwork from the ground up, but expect to spend more time on creating the artwork and getting it approved. Please make sure your custom artwork fits the specifications set by the ad placement company, and includes the City seal.

One more tip: if your NC has ordered bus bench or bus shelter ads in the past, and you are using the same artwork, the artwork will still need to be approved again this year.

However, if you include a note with your submission indicating that the design is the same as what was approved for your NC in past seasons, that will help expedite processing.