

ADVERTISE WITH THE BREEZE!

24-PAGE FREE TROLLEY ROUTE MAP AND RIDER'S GUIDE

Advertising in the 24-page Route Map and Guide for the 2024 Season Includes:

- 🚍 4" by 9" booklet with 16" by 9" centerfold pull-out map.
- 🚍 A minimum of 35,000 copies distributed on trolleys and at hotels, resorts, welcome centers, in visitor rental packets, and all along the route.
- 🚍 2024 Season runs April 13th (prior to the RBC Heritage) through Labor Day. All rides will again be fare-free!
- 🚍 Anticipated 2024 ridership of more than 50,000 passenger trips.
- 🚍 Guide contains complete details about our trolley amenities, routes, stops, and all the great destinations where our guests can *Catch The Breeze*.
- 🚍 Complementary graphic design assistance available.
- 🚍 Opportunity to purchase a premium ad location within the guidebook (back cover, inside front and back covers, table of contents page, and "rules for the road" page) or one of 12 standard 3.75" wide by 2.5" tall spaces.
- 🚍 Advertisers receive FREE locator dots on our fold-out map and the opportunity to purchase additional dots on highlight maps of key trolley stops.
- 🚍 All advertisers will receive point-of-sale/countertop brochure display and materials identifying the advertiser as an Official Breeze Trolley Partner.
- 🚍 "Captive audience" exposure with tens of thousands of Breeze passengers and their families and friends as they review the map while riding and as they plan their HHI adventures, meals, shopping, and activities.
- 🚍 Additional promotional opportunities throughout the operating season, including our Award-Winning "Breeze Trolley ROCKS!" event in August.



CONTACT: Brian Sullivan at The Breeze today to Reserve your spot on the Map: (843) 505-7381 or bsullivan@palmettobreezetransit.com

5 PREMIUM AD LOCATIONS AND 16 STANDARD LOCATIONS

\$1,125 Standard Ads (3.75" by 2.5") Include:

- 🚌 Full-color advertisement
- 🚌 Identification of nearest Trolley Stop alongside ad
- 🚌 Full-color logo locator "dot" along route on pull-out map with connecting arrow displaying your location
- 🚌 Opportunity to purchase additional locator dot on highlight maps of key trolley stops for **\$195**
- 🚌 Multiple (minimum of three) social media mentions or post shares during 2024 Season
- 🚌 Listing as an Official Trolley Partner on Breeze Trolley website with link to your website
- 🚌 Inclusion on the downloadable version of the Trolley Map on the Breeze website
- 🚌 Point-of-sale/countertop brochure display identifying the advertiser as an Official Breeze Trolley Partner.
- 🚌 *Your business in front of more than 50,000 visitors and residents!*



16" by 9" Trolley Route Map (routes and map design are subject to change).

Secure Maximum Exposure with Our Premium Ads, Including:

- 🚌 All the benefits of the Standard Advertisements
- 🚌 Full-bleed design if desired
- 🚌 FREE additional locator dot on trolley-stop highlight maps (valued at **\$195**)
- 🚌 Premium Options include the following limited number of premium placements:
 - 🚌 Back Cover (4 by 9-inches) at **\$5,700** **SOLD**
 - 🚌 Inside Front Cover (4 by 9-inches) at **\$5,000**
 - 🚌 Inside Back Cover (4 by 9-inches) at **\$4,000**
 - 🚌 Table of Contents page (3.75 by 4.5-inches) at **\$2,800**
 - 🚌 "Rules of the Road: Bike Safety Tips" page (3.75 by 4.5-inches) **\$2,700** **SOLD**



Lowcountry Regional Transportation Authority
The Breeze Trolley 2024 Route Map & Rider's Guide Advertising Agreement

25 Benton Field Rd - Bluffton, SC 29910
 Email: bsullivan@palmettobreezetransit.com Phone: (843) 505-7381

This advertising contract is entered into between the undersigned Advertiser and the Lowcountry Regional Transportation Authority, (*hereinafter "LRTA" or "Publisher"*). The Advertiser hereby agrees to purchase the below-identified advertising space(s) (*hereinafter "Ad" or "Advertisement"*) from LRTA to be included in the **2024 Breeze Trolley Route Map & Rider's Guide**. In return, LRTA hereby agrees to publish the Advertisement for Advertiser subject to the following terms, conditions and limitations.

Advertiser (firm):		
Ad Size:		
Cost of Ad:		
Additional Charges:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Total Ad Costs:		
Artwork Provided:	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Contact Name:			
Position Request:			
Other Requests:			
Map Locator Dot:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Add'l Map Loc. Dot:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Need Design/Proof?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	

All ads must be received and paid in full no later than **February 23, 2024**. Checks and credit cards are accepted (processing fee may apply to credit card transactions).

Cancellation policy: All signed contracts are final.

2024 Route Map & Guide Specifications: Folded Size: 4" by 9" tall; 20 total panels including 16" by 9" centerfold route map; full color; minimum of 35,000 copies. Distribution to begin no later than April 12th, 2024.

Artwork Specifications: Advertiser will furnish digital, high-resolution 300 dpi art in standard JPG or PDF format (convert fonts to outline) via email (no film accepted). There will be an additional charge if LRTA or its sub-contractors are engaged for ad design; client will furnish digital logos, fonts, special illustrations, etc., to the LRTA no later than **March 1st, 2024**. A proof of the ad, as well as a locator map will be sent to the Advertiser for approval before printing if requested. Both proofs must be signed and returned no later than three (3) working days from receipt by Advertiser. Any Advertiser who does not return signed proof will either be deleted from the book or the ad will run as provided at the discretion of the publisher. Advertiser will be billed for any additional production costs incurred for changes requested after approval is given. LRTA will use reasonable care in handling items provided by the advertiser, but will not be liable for loss or damage to items provided.

Advertiser and/or its agents agree to be solely responsible for the content of all advertisement copy and further agree to indemnify and hold harmless the LRTA and/or its employees or agents, against all liability, damages and/or expenses arising out of, or relating to, the advertisement or advertising materials supplied by the Advertiser including, but not limited to: the unauthorized use of names, pictures, and copyrighted and/or trademarked items. LRTA reserves the right to reject the contents of any submitted advertisement or advertising copy. However, LRTA shall not be liable for any damages that may result from the inclusion of any matter in the advertisement or advertising copy, regardless of any actual or implied approval by LRTA.

This contract is made under and shall be construed according to the laws of the State of South Carolina. In the event of dispute arising from this agreement, damages and costs, including attorney fees will be recovered by the prevailing party. Both parties hereby agree that the venue of any suit arising hereunder shall be Beaufort County.

This contract sets forth the entire agreement between Advertiser and Publisher. Any amendments to this agreement must be made in writing and signed by duly authorized officials of both parties. If any portion of this agreement shall be deemed unenforceable, the remaining portions shall continue in full force and effect.

Please email signed copy to Brian Sullivan, agent for the LRTA, at bsullivan@palmettobreezetransit.com

Advertiser (firm):			Advertiser (contact name):			
Signature:			Telephone:			
E-Mail Address:						
Street Address:			City:		St:	Zip:
Rec'd by LRTA:			Accepted by LRTA:			