



## A big behind gets noticed!





## Enjoy the benefits of Red Bus advertising

In today's advertising clutter it's good to know there's an advertising tool that can help your company get its selling message across to customers with impact and cost effectiveness, right throughout the city.

With Red Bus your advertising literally becomes a moving billboard exposing your message to thousands of motorists, pedestrians and passengers every day of the week.

In fact Red Bus carries an average of 30,000 passengers a day and the fleet covers in excess of 12 million kilometres a year.

What's more Red Bus can tailor an advertising package to suit your exact needs and budget, from bold exterior signs to interior advertising posters and brochure holders.

So to drive your advertising dollars further there's just one call you should make, Red Bus!



For further information contact: Nicky Halligan  
120 Ferry Road, PO Box 10 171 Christchurch, New Zealand

Ph: 03 379 4260 Fax: 03 366 5643 Freephone: **0800 REDBUS** (0800 733 287)  
Email: [advertising@redbus.co.nz](mailto:advertising@redbus.co.nz) Web: [www.redbus.co.nz](http://www.redbus.co.nz)



## Interior bus advertising

Here's a great opportunity to get your advertising right in front of customers and hold their attention.

At Red Bus we're able to give you the opportunity to advertise on board our modern fleet.

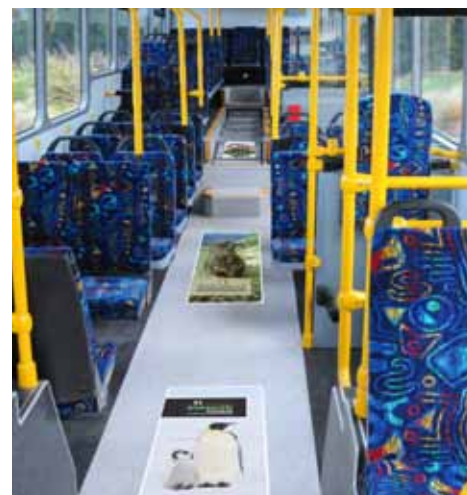
**Poster panels** are available in a high profile position, behind the driver.

**Brochure holders** attract the attention of all passengers boarding and exiting a Red Bus encouraging the impulse to take your brochure with them.

**Floor posters** are something a little bit different, the curiosity alone will make passengers want to look.

That means you have the potential to attract the attention of up to 30,000 passengers per week day (10.5 million passengers travel on Red Bus every year!) They represent a wide cross-section of the community.

Interior advertising with Red Bus means you can effectively target and influence many of the city's key spending consumer groups while they travel home, to work or shopping destinations.



For further information contact: Nicky Halligan  
120 Ferry Road, PO Box 10 171 Christchurch, New Zealand

Ph: 03 379 4260 Fax: 03 366 5643 Freephone: **0800 REDBUS** (0800 733 287)  
Email: [advertising@redbus.co.nz](mailto:advertising@redbus.co.nz) Web: [www.redbus.co.nz](http://www.redbus.co.nz)



## Exterior bus advertising

Big, bold & cost effective!

That's the promise of exterior advertising panels on a Red Bus. As an advertiser you have the choice of 3 options: full back, full wrap or superside road side panels.

### Full back

This option allows your advertisement to cover the rear of the bus. A great position particularly for large photographic images.



### Superside road side panel

A popular option for increasing exposure of your brand.



For further information contact: Nicky Halligan  
120 Ferry Road, PO Box 10 171 Christchurch, New Zealand

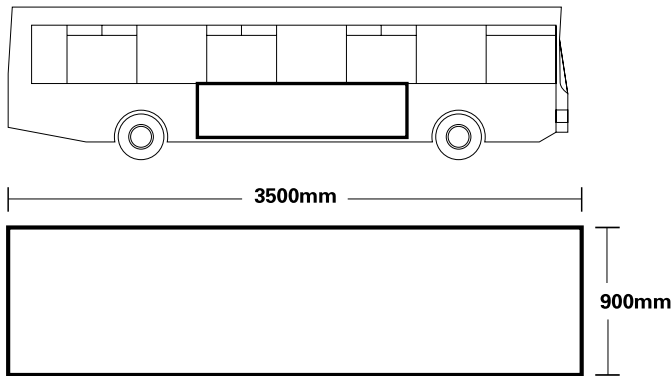
Ph: 03 379 4260 Fax: 03 366 5643 Freephone: **0800 REDBUS** (0800 733 287)  
Email: [advertising@redbus.co.nz](mailto:advertising@redbus.co.nz) Web: [www.redbus.co.nz](http://www.redbus.co.nz)



# Designers specification sheet

## Superside panels

Superside Road Side Panel – 3500mm x 900mm

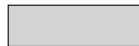


## Full bus backs

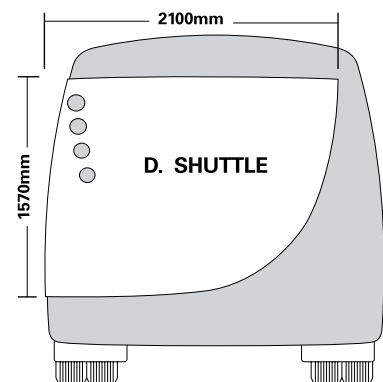
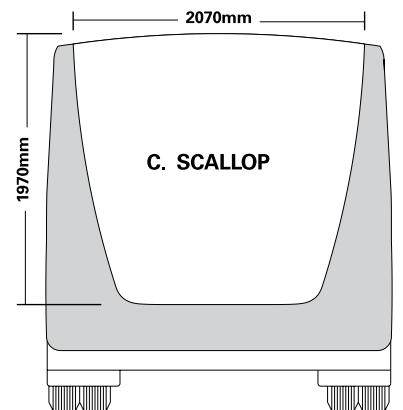
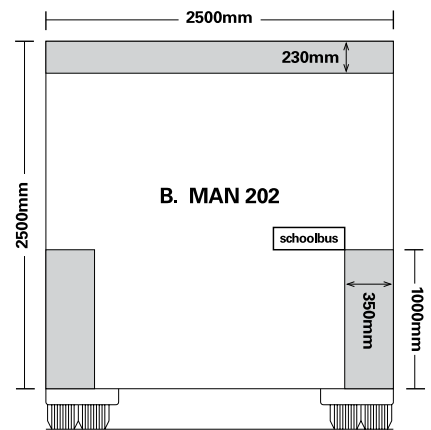
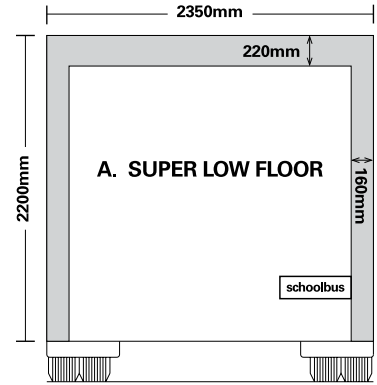
Please note that there are 4 bus backs available with varying specifications. Please check as to what model of bus your advertising will be displayed on.

schoolbus

Schoolbus sign is route specific and placement varies: indicative only



Do not include critical graphic elements (e.g. text, logos) in these areas to avoid conflict with bus lights, number plates etc.



For further information contact: Nicky Halligan  
120 Ferry Road, PO Box 10 171 Christchurch, New Zealand

Ph: 03 379 4260 Fax: 03 366 5643 Freephone: **0800 REDBUS** (0800 733 287)  
Email: [advertising@redbus.co.nz](mailto:advertising@redbus.co.nz) Web: [www.redbus.co.nz](http://www.redbus.co.nz)



## Production steps

There are 3 steps required to produce your bus back or panel. Costs associated with step 1 are additional to our listed rates.

### 1. Design and artwork

For a first class result we advise you seek the skills of a professional graphic designer or advertising agency. They will quote and charge you directly for this work and pass the file onto the production company.

**Recommendation:**

**Imagic Graphics Limited**

**Tel: (03) 365 1809**

**e: [angela@imagic.co.nz](mailto:angela@imagic.co.nz)**

### 2. Production

Bus backs / panels are digitally printed onto weather proof vinyl. Artwork must be supplied as a high resolution PDF or Generic EPS (with all fonts converted to paths) and saved onto a PC compatible disc with a final hardcopy included. See rates under Exterior Bus Advertising.

**Recommendation:**

**Adgraphix**

**Tel: (03) 365 6770**

**e: [jo@adgraphix.co.nz](mailto:jo@adgraphix.co.nz)**

### 3. Installation

Red Bus signfitters apply the digitally printed signs.



**DISK REQUIREMENT:**

See attached print specifications.