

SANTA CRUZ METRO BUS INFORMATION

BUS SIGN INFORMATION

WHAT ARE THE SIZES?

King Size Bus Signs – 30” x 144” Dimensions

Queen Size Signs – 30” x 88” Dimensions

Tail Size Signs – 21” x 72” Dimensions

WHO CAN DO THE PRINTING OF THE SIGNS?

Bus signs for use on Santa Cruz METRO buses are placed in Aluminum Ad Frames. The signs must be printed on 4 mil, FLEXcon BUSmark vinyl or other material approved by METRO.

Suggested vendors you can use are:

Sign Express (Printing)
Phone (805)687-1555

Keogh & Co (Printing)
303-761-9261

Gangi Studios (Printing)
818-752-4477

Stokes Signs
Phone: 426-1570

HOW DO THEY HAVE TO BE PREPARED FOR METRO?

Signs are to be mounted on 5mm Coroplast (one piece) and ready to put into bus frames by Santa Cruz METRO. Suggested vendors you can use are:

Stokes Signs
Santa Cruz, CA
Phone: 426-1570
Steve or Peggy

Donovan Signs
Santa Cruz, CA
Phone: 423-4740
Tom or Chris Donovan

Young Signs
Seaside, CA
Phone 583-9800

EXTERIOR BUS ADVERTISING DESIGN CONCEPTS

You can follow these guidelines to help to design a more effective exterior bus advertising program.

- All Santa Cruz METRO buses are white in color with blue and yellow stripes. It is a good idea to keep this in mind when picking the color scheme for your advertisements.
- We utilize frames for the posters, so it is not necessary to frame your ads graphically.

Reverse Printing allows you to add a nice effect!

- You should always allow a 2½ inch gutter around the advertisement to allow for trimming when mounting to the 5mm Coroplast, as well as accommodating the bus frame.
- The exterior advertisement should always be printed in one piece on the approved 4 mil, FLEXcon BUSmark vinyl.
- METRO can provide you with pictures of our bus to assist in the design of you advertising.

Please feel free to contact Santa Cruz METRO should you have any questions regarding the program.

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