



Co-Promotional Advertising Trade Guidelines

Thank you for your interest in partnering with CTA. We have created these guidelines to help you understand the Co-Promotional Advertising Trade Program. This program is designed to leverage CTA's assets (train and bus advertising) to garner exposure for CTA and to help increase ridership while building partnerships that improve our community.

CTA's Co-Promotional Advertising Trade program includes a cash advertising buy component. Prior to entering into a Co-Promotional Advertising Trade Agreement with CTA, organizations must first purchase advertising from CTA's outdoor advertising agency, Intersection ("Intersection"). The amount of the advertising purchase must be equal to or greater than the proposed amount the organization offers to CTA in co-promotional trade. The advertising purchase will be handled separately from the Co-Promotional Agreement and production and placement of the purchased advertising will be in accordance with the terms and conditions provided by Intersection. Intersection's contact information is:

Intersection
125 S. Wacker
Drive Suite 1910,
Chicago, IL 60606
(312) 629-1687

Upon payment of the advertising buy made with Intersection, your organization will provide proof of the purchase to CTA and will then submit a CTA Co-Promotional Advertising Trade Application ("Application"). In the Application, you will list the promotional items/entitlements you are offering to CTA under the Co-Promotional Agreement ("Agreement"), along with proof of each item's estimated value. CTA will review and make the final determination of the actual value of the offered promotional entitlements. Your organization will receive free unsold interior advertisement space up to that determined value pursuant to the terms of the Agreement. The trade value offered by CTA cannot exceed the dollar value of your Intersection purchase.

For example, if CTA determines that your company/organization's promotional entitlements are valued at \$32,000 in co-promotional trade; your organization will receive up to that amount in unsold interior advertisement space from CTA under the Agreement.

Please note that if the value of CTA's offered promotional trade value exceeds \$50,000, such Agreements will have to be presented to and approved by the Chicago Transit Board which requires additional time to process.

Please review the following guidelines carefully prior to submitting a co-promotional trade application to the CTA.

Who may enter into a co-promotional advertising trade with CTA?

Only non-profit organizations (proof must be provided); civic organizations, public agencies, sports teams and organizers of special events that greatly impact the City of Chicago may enter into a co-promotional advertising trade with the CTA. In addition, each trade must promote ridership to an event or area that CTA serves and that significantly impacts transit service.

What are the steps necessary to enter into and complete a successful co-promotion?

1. Purchase advertising from Intersection.
2. Provide proof of cash advertising purchase to CTA, in the form of a fully executed Intersection Contract for Advertising signed by a Intersection executive.
3. Upon its receipt, please complete and submit CTA's "Co-Promotional Advertising Trade Application" to Cody Lowe at clowe2@transitchicago.com or via fax at 312-681-4197.
4. CTA will review your co-promotional application and will determine the value of the offered promotional items. Please note that all Agreements that require CTA's co-promotional trade value to exceed \$50,000 must be

presented to and approved by the Chicago Transit Board. The Board approval process requires additional time to process.

5. Upon completion of CTA's review of your application, you will receive the "CTA Co-Promotion Agreement Template." Customize the template to include the promotional items you are offering CTA. After you complete it, return it with the necessary supporting documentation. Submit the completed agreement via fax or scan to the CTA Business Development representative facilitating your request. The fax number is (312) 681-4197.
6. CTA will review your proposed agreement and make any necessary changes and return the agreement to you. Print out the agreement and have it signed on the last page by an authorized signatory of your company/agency. The authorized signatory is an executive that can bind your company in a contractual agreement. Fax or scan the signed agreement to your CTA representative.
7. Once the signed agreement has been received, it will be submitted for final review and approval of CTA's Executive Staff.
8. Once final approval of your agreement is received, the executed copy of the agreement will be faxed or scanned to you for your files. Upon request, you will also receive an electronic copy of CTA's logo (including the website/travel information number and directional information, where applicable) for inclusion in the promotional materials you produce.
9. Your proposed artwork (including newspaper ads, radio/television ads, brochures, program books, etc) **must** be submitted for CTA approval at least two weeks prior to printing, airing or online posting of the materials. Co-Promotional car cards require a CTA co-promotional frame and/or border. Please see attached artwork specs.
10. A "Posting Instruction" sheet will be sent to you for completion. This sheet allows you to determine where to post your car cards and the quantity. To help you in this process, CTA will also send you advertising display information for its bus garages and rail lines. Intersection will determine if unsold advertising space is available, per your request.
11. Please do not print your car cards until CTA approves the artwork. When artwork is approved, print them, and send car cards to:

Intersection
1290 N 25th Avenue
Melrose Park, IL 60160
Attention: Boris Farfan

You must notify your CTA contact that the car cards are being sent to Intersection, preferably when you send them to be printed, so that they may be posted in a timely manner.

12. Intersection has up to **three weeks** to post co-promotional car cards. Please allow for this in your timeline.

Is there a limit to the value amount of a co-promotion?

An organization's offered co-promotional trade value must at least equal the amount of the cash advertising purchase made to Intersection. The CTA will in turn offer unsold interior advertising space up to the amount of the advertising purchase. CTA cannot offer a trade value that exceeds the value of the advertising purchase made to Intersection. In addition, proposals that require CTA to exceed \$50,000 must be approved by the Chicago Transit Board and therefore require additional time to process.

Currently, the Co-Promotional Advertising trade rates are:

\$59 per car card – Rail
\$42 per car card – Bus.*

** Rates subject to change without written notice.*

How far in advance should I submit my application?

Applications should be submitted to the CTA well in advance of the start of your event or program.

- Agreements involving trade in excess of \$50,000 require CTA Board approval and should be submitted at least **four months** prior to the start of the event.
- Agreements involving trade amounts less than \$50,000 should be submitted at least **three months** prior to the start of the event to allow time for review/approval by the necessary CTA departments.

What does CTA provide as part of the co-promotional advertising trade?

Because interior advertising space is limited, CTA only offers **11”h x 17”w** interior car cards on its rail cars and/or buses as part of any co-promotional advertising trade. If a larger size or format is desired, a cash buy with Intersection is required.

CTA can only offer **unsold advertising space** as part of a co-promotional trade. All space will be allocated by Intersection on a space-available basis. The CTA is **not** responsible for the design, production and/or printing any car cards to be posted on CTA as a part of the co-promotional program.

Interior car cards are posted for one month unless the monetary/trade value permits additional time.

How do I value each item that is being provided to the CTA? What must I provide to the CTA?

Item values must be proportional to what is being offered to the CTA (i.e., a 10-second tag on a 30-second radio commercial would have a value to the CTA of 1/3 of the total cost of the airtime). Co-promotional agreements must be accompanied by **written documentation** that details how the value of each item was determined, including:

- Media rate cards;
- Media buy summaries or invoices;
- Valuation statements;
- Detailed explanations of how values were calculated; and/or
- Print, radio and television advertising that include CTA’s logo (print), travel information number, and website address are valued at no more than 10% of the value of each ad.
- Last three years of certified number of attendees of previously held event
- Opportunity to obtain vendor mailing lists for CTA purposes – for one time use.
- Web site analytics of unique visitors

Proposals with items that are not individually valued and that are not accompanied by written documentation will not be considered.

Can I include press releases, event tickets, or passes as items being traded for advertising value?

No. Offers of tickets to the event, VIP passes or similar items will not be accepted as co-promotional trade items. Also, mentioning CTA in press releases will not be accepted as a co-promotional trade item.

What does CTA require for artwork design and production?

Car Cards that are produced for posting on CTA buses and trains must incorporate CTA’s logo, website address and travel information phone number. CTA also requires that this information be included in all printed and on-line items being used as promotional trade items. Car cards must include the CTA logo, CTA’s frame/border, and the appropriate removal date(s) in 12-point font size in the lower left hand corner of the car card. CTA will supply artwork for frame/border which will include a tagline promoting CTA. See attachment for car card specifications.

Do I need to submit my artwork to CTA for approval?

Yes, all artwork must be approved by the CTA prior to printing. Artwork should be submitted at least two weeks before they are scheduled to go to print.

Does CTA design and print the interior car cards for the space they are providing?

No, CTA is not responsible. Your company/agency is responsible for all printing and production costs.

How long does it take for my materials to be posted in the rail cars or buses?

Intersection has three weeks from the date it receives your car cards for the completion of the car card posting. Printed car cards must be sent to Intersection for posting.

What happens when the co-promotion is completed?

A co-promotional summary report, including all items requested above, is required upon the completion of the co-promotion. Copies of all materials included in the co-promotion must be given to CTA. This includes, car cards, print ads, radio ads, television ads, brochures, flyers, program books, photos of event signage, printouts of websites, email blasts, etc.

Are there any restrictions to entering into more than one co-promotion in a year?

Yes, co-promotions are limited to one per year. However, the co-promotional agreement can cover multiple events held throughout the year.