

Government Advertiser Disclaimer Specifications



1660 Blake Street
Denver, CO 80202
303.299.6000

All government advertisements on RTD vehicles shall include a bordered box placed at the bottom of the ad that contains the phrase "This Ad Paid for by Government Agency". The bordered box shall occupy a specified percentage of the overall advertisement and shall be in contrasting colors upon approval by RTD. Disclaimer shall appear in Helvetica type font and appear in the font size listed below.

Interior Advertising

Bus and Mall Shuttle

Type of Ad	Size of Ad	Size of Disclaimer	Percentage of Overall Ad	Font Size
Interior Card	28" x 11"	28" x 2"	18%	Helvetica 85

Exterior Advertising

Regional Bus

Type of Ad	Size of Ad	Size of Disclaimer	Percentage of Overall Ad	Font Size
Tails	72" x 21"	72" x 4"	19%	Helvetica 160
King	240" x 24"	240" x 4"	16.6%	Helvetica 160

Bus

Tails	72" x 21"	72" x 4"	19%	Helvetica 160
Queen	88" x 30"	88" x 4"	13.3	Helvetica 160
King	144" x 30"	144" x 4"	13.3%	Helvetica 160

Mall Shuttle

Curbside/Streetside	223" x 28"	223" x 4"	14.3%	Helvetica 160
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Fullback and Super Sides (Bus)

Fullback	8' x 10'	8' x 7.6"	6.25%	Helvetica 231
Kongs	17' x 5'	17' x 8"	13.3%	Helvetica 160
Half Side	30' x 5'	17' x 17"	6.23%	Helvetica 308
Wrapped	Varies with bus size	17' x 17"	Varies with bus size	Helvetica 308

* "This ad paid for by" must appear in the specified font and font size. The name of the Government Agency may be adjusted to fit within the bordered box.