



Driving People To Your Business





Connecting BU Students with Boston and Your Brand

The BU Shuttle is an ideal advertising platform due to its high visibility and captive audience. Key reasons to utilize BU Shuttle buses for advertising include:

- **Wide Exposure:** Each shuttle traverses high-traffic areas on and around campus multiple times daily. A single wrapped bus can generate over 40,000 impressions per day.
- **Captive Campus Audience:** Thousands of students, faculty, staff, and visitors ride or see the shuttles every day as BU Shuttles cross the diverse neighborhoods that span the BU Charles River, Fenway, and Medical Campuses.
- **High Visibility:** The BU Shuttle bus wraps provide large, uninterrupted space perfect for your message.

Wide exposure, diverse reach, and high visibility, all in one impactful campaign.

Our Fleet

- 40' buses serving the Fenway & Medical School Campuses, Charles River loop, and Hyatt loop
- 60' articulated buses serving the Commonwealth Avenue loop

Our Routes

- The BU Shuttle serves over 44,000 students, faculty, and staff of BU over several routes serving all BU campuses
- Buses travel over 5 distinct routes, crossing some of the busiest streets in Boston.

Drive Your Marketing Success with Every Ride!

Working with the team at Wrap Solutions, we have the capability to produce mock-ups, execute artistic visions, and implement an advertising program that aligns with your advertising vision.

Take a virtual tour of Wrap Solutions NEW, state of the art facility at <https://wrapsolutions.net/facility-tour/>

UMass Study Abroad and API worked with Wrap Solutions to create an eye-catching design that increased interest in the program.



From simple to complex, the BU Auxiliary Services Sponsorship team and Wrap Solutions will work with you to customize your messaging.

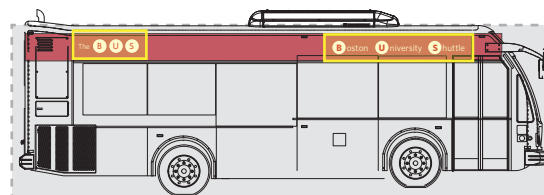
Our team ensures your design includes the required University elements. Just provide us with your vision and we make it come to life.



Price Breakdown

32' Shuttle Bus

- 3, 32' buses serve the Hyatt route.



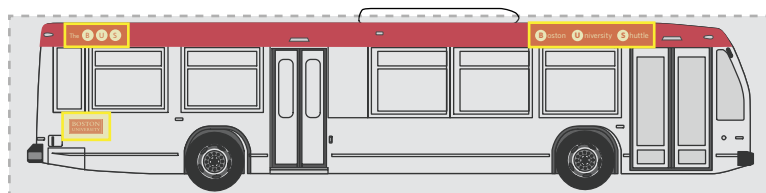
Proposed Rates

Gray box indicates wrap area. Yellow box indicates protected area.

32' Shuttle Bus (Full Wrap)	Artwork & Installation	Monthly Ad Fee*	3 Month (Minimum Ad Term)	9 Month (Full Academic Year)
BU Partner Rate	\$6,800.00	\$2,200.00	\$6,600.00	\$19,800.00

40' Shuttle Bus

- 8, 40' buses serve the Fenway, 1BU (Charles River & Medical Campus) and Comm. Ave. Loop routes.



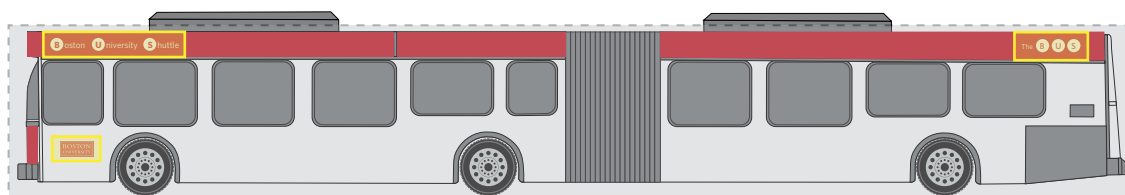
Proposed Rates

Gray box indicates wrap area. Yellow box indicates protected area.

40' Shuttle Bus (Full Wrap)	Artwork & Installation	Monthly Ad Fee	3 Month (Minimum Ad Term)	9 Month (Full Academic Year)
BU Partner Rate	\$6,800.00	\$2,200.00	\$6,600.00	\$19,800.00

60' Articulated Shuttle Bus

- 2, 60' buses serve the 1BU (Charles River & Medical Campus) and Comm. Ave. Loop routes.



Proposed Rates

Gray box indicates wrap area. Yellow box indicates protected area.

60' Articulated Shuttle (Full Wrap)	Artwork & Installation	Monthly Ad Fee	3 Month (Minimum Ad Term)	9 Month (Full Academic Year)
BU Partner Rate	\$7,500.00	\$2,500.00	\$7,500.00	\$22,500.00

* Monthly advertising rates are for the 9 month academic year (September - May). The 1BU (Charles River & Medical Campus) and Comm. Ave. routes run on a limited schedule during the summer months. Wrapped 40' and 60' buses may be used for these routes during the summer months based upon a limited rotation with no additional advertising fees charged. 32' buses are only used during the academic year.

Additional Sponsorship, Advertising, and Hospitality Opportunities

Customers wrapping BU Shuttle buses are offered a great deal on additional advertising opportunities throughout Agganis Arena and Auxiliary Services:

- Fixed and digital signage, premium seats, and suites for Agganis Arena events including over 80 BU hockey, concerts, and family events that draw almost 400,000 attendees annually.
- Digital signage advertising in the campus bookstore, fitness center, residence halls, and dining facilities with the potential to generate tens of thousands of impressions monthly.
- On site experiential opportunities across campus showcasing your brand to potential customers.