



**Transit Management of Beaumont
Zip Advertisement Program Application**

Date:
Business / Organization Full Name
Contact Information (Full Name)
Address:
Phone Number:
Email Address:
Application type (size) of Advertisement:
Contract Term Requested (months / years):
Please attach the proposed art Draft. The application process will be initiated only after the application, and art draft is submitted to the Zip. Art can be submitted as a draft. Prior to production the Final Art must be submitted for approval.
<u>Applicant acknowledgement of the Zip Advertisement Policy</u>
<u>Business Authorized Representative (Print and Signature)</u>
The Zip administration will contact the provided contact person within 72 hours. Please monitor emails from @beaumonttransit.com Thank you for your interest in the Zip Advertisement Program.

Transit Management of Beaumont

Zip Advertisement Program January 6, 2026



Introduction

The Zip Bus Advertisement Program enables local business, franchises, schools, event promoters, governmental entities, and organizations, to promote products, services or events on the transit buses and vans. One Hundred percent (100%) of the profits will fund transit bus stop enhancements such as shelters, lights, and benches furthermore, funds will serve as a dedicated grant-match funding tool.

The program will provide convenience for the Zip riders while generating additional revenues for the transit system to fund similar projects. Objective is to provide for a self-sustainable bus stop enhancement program that provides safe, convenience and shelter for both transit-dependent and choice riders in the City of Beaumont, as well as its visitors.

Zip Advertising Policy

Transit Management of Beaumont (the ZIP) Advertisement Program places the following restrictions on all advertising placed on its equipment and facilities displaying advertising. These Standards for Acceptable Advertising apply to all advertisements, announcements, or any other display for goods or services on ZIP vehicles, including (1) commercial advertising, (2) advertising by non-profit and governmental entities, and (3) Public Service Announcements under the Community Partnership Program.

The Zip will not accept ad material, announcements or any other display for goods or services on Zip vehicles that are:

- False, misleading or deceptive.
- Obscene or pornographic.
- Promoting tobacco, vaping, or alcohol products.
- In advocacy of imminent lawlessness or violent action.
- Clearly defamatory or likely to hold up to scorn or ridicule a person or group of people.
- Political advertisements or ads that advocate an issue, candidate, political fundraising, political position or changes to public policy.
- Transit Management of Beaumont (the ZIP) reserves the right to approve all advertising, exhibit material, announcements, or any other display and their manner of presentation prior to installation. Electronic versions or hard copies of proposed ads should be provided to the ZIP prior to ad production. Reasonable proof or clarification of statements contained in any advertisement, exhibit material, announcement or any other display may be required by the ZIP before approval. Determinations of the acceptability of ads will be initially made by the ZIP Finance Director; advertisement materials found not to be acceptable will be referred to the Zip General Manager for consideration. The Zip General Manager shall render written correspondence within fifteen (15) days of receipt.

Appeal Process

When an advertisement is found not to adhere to the Advertisement Policy, thus not approved for production by TMB's General Manager, the firm and/or organization presenting the advertisement shall be notified in writing. The notification will outline the appeal process and inform the advertiser of their right to appeal the decision to the Beaumont City Attorney. The City Attorney shall render a decision within fifteen (15) days of receipt. The decision of the City Attorney shall be final.

Zip Advertisement Fee Payment

- Participants in the Zip Advertisement Program must pay all production, installation, removal fees and advertisement fee for the first month in full at the time of executing the agreement.
 - Advertisers must comply with the Zip advertisement adhesive materials specifications; a list of local qualified vendors will be provided. Any unreasonable damage to the paint of the bus/van paint will be the responsibility of the party who executed the agreement.
 - The Zip will allow installers into the Zip property to complete the installation and removal at a time and day when the unit is off service typically Saturday and Sunday.
- Execution of the Agreement and Payment shall take place at the ZIP offices located at 550 Milam Street. Payment must be made by a business check or cashier check payable to Transit Management of Beaumont.
- If the contracted bus / van is off service more than 6 business day, the Advertisement contract will be credited for the number of "lost days" by extending the original contract end date. No monetary refunds will be issued.
- If an incident causes damage to a bus or van, the Zip will seek to recover the cost to replace the advertising materials; resulting lost days will be credited to the advertiser by extending the original contract end date. No monetary refunds will be issued.

Zip Bus Advertisement Fee Schedule

Buses (29' & 40') Vans (22" & 24')	Monthly Rate	6-Month Full Rate 10% Discount	Year Annual Rate 20% Discount	Annual Rate Multi-Year 2+ 25% Discount
	\$702.12	\$4,212.72 \$3,791.44	\$8,425.44 \$6,740.36	\$8,425.44 \$6,319.08
	\$600.00	\$3,600.00 \$3,240.00	\$7,200.00 \$5,760.00	\$7,200.00 \$5,400.00
	\$600.00	\$3,600.00 \$3,240.00	\$7,200.00 \$5,760.00	\$7,200.00 \$5,400.00
	\$375.00	\$2,250.00 \$2,025.00	\$4,500.00 \$3,600.00	\$4,500.00 \$3,375.00
	\$327.75	\$1,966.50 \$1,769.85	\$3,933.00 \$3,146.40	\$3,933.00 \$2,949.75
Interior Advertisement Placards 11.5' x 17' 14 Buses (1 / bus).	\$28.00	\$168.00 \$151.20	\$336.00 \$268.80	\$336.00 \$252.00