

A large, stylized blue graphic element on the left side of the page, consisting of a thick, rounded line that curves from the top left towards the bottom right, creating a sense of movement and direction.

SENIORS' ACTIVITY CENTRE  
**SHUTTLE BUS**

2026 ADVERTISING  
FACT SHEET



# SHUTTLE BUS ADVERTISING OVERVIEW AND TIMELINES

## ADVERTISE ON OUR SHUTTLE BUSES

Promote your organization, product, or business throughout West Vancouver with advertising on the West Vancouver Seniors' Activity Centre (SAC) shuttle buses!

Operating six days per week across the community, the SAC shuttle fleet offers a unique opportunity to connect with residents in high-visibility neighbourhood and community locations. SAC Shuttle bus advertising delivers consistent exposure to an engaged and community-focused audience. Showcase your brand, promote upcoming events, highlight services, or support community initiatives

Benefits include:

- broad visibility throughout West Vancouver with buses travelling six days per week
- direct exposure to active adults, seniors, families, and local residents
- impactful mobile advertising that reaches audiences in multiple neighbourhoods and civic areas
- flexible ad placement options to suit your marketing goals and budget

Put your message in motion with SAC shuttle bus advertising and reach an audience that is active, loyal, and deeply engaged with the West Vancouver community.

 To book your ad, please contact the Marketing Coordinator at [leisureguide@westvancouver.ca](mailto:leisureguide@westvancouver.ca).

# GENERAL INFORMATION

# GUIDELINES, ARTWORK SPECIFICATIONS AND INVOICING

## CONTENT GUIDELINES

All advertising submitted for inclusion by the District of West Vancouver must be consistent with the following guidelines:

- Advertising must be submitted on time and in the correct format and specifications.
- Advertising must be appropriate in nature, and consistent with the values of the West Vancouver Parks, Culture, and Community Services department.
- Preference shall be given to advertising that is community-based, positive in nature and seeks to enrich the “community vitality, health and understanding” of West Vancouver residents.
- Advertising must be non-partisan, non-racial, non-denominational, non-sexist and non-political.
- Advertising must not be in direct competition with the programs and services offered by the District of West Vancouver.
- Advertising cannot promote an individual political party or politician.
- Advertising must not present demeaning or derogatory portrayals of individuals or groups; or exploit violence, sexuality, children, the customs, convictions, or characteristics of religious or ethno-cultural groups, persons with disabilities, or any other person, group, or institution in a manner which is offensive.
- Advertising is governed by the Human Rights Act, which provides that no person shall be discriminated against “because of the race, colour, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation or age of the person or that group or class of persons.”
- Advertising must not promote products prohibited from sale to minors.
- The District of West Vancouver reserves

the right to refuse any advertising that it deems, at its sole discretion, as inconsistent with the above guidelines.

- Display of advertising does not constitute endorsement of the content by the District of West Vancouver.

## ARTWORK | PRINT ADS

All print ads must be received in PDF format. *Non-accepted formats: InDesign, Illustrator, QuarkXPress, and Microsoft Word.* If you are not familiar with these formats please contact the Marketing Coordinator.

## AD RE-RUNS

Please note that re-runs of incorrectly formatted ads will not be accepted. If you would like to roll-over an ad, please check with the Marketing Coordinator to ensure that your ad is correctly formatted.

## PRESS-READY ADS\*

All advertisements, images, and logos must be a minimum 300dpi at 100% ad size. Email press-ready ads in one of the above formats to the Marketing Coordinator.

*\*Any ad that is not press-ready or does not meet the above requirements will require editing; the advertiser will be charged \$90 per hour, minimum one hour, for this work.*

## AD DESIGN FEE

Need help designing your ad? We can create the ad for you at the cost of \$90 per hour. Before we can get started, here's what we'll need:

- Email your layout instructions or leave the design up to us (just provide us with the information that you want included in the ad).
- Email graphics and logos in a PDF, JPG, PNG, TIFF, or EPS format, at 300 dpi.
- Email all files to [leisureguide@westvancouver.ca](mailto:leisureguide@westvancouver.ca).

## PAYMENT AND INVOICING

Advertisers will be invoiced prior to their ad being printed and installed on the bus. Payment must be received by the District of West Vancouver's finance department by the dates provided on the Advertising Agreement page

## CANCELLATIONS

Advertisers will be charged 50% of the cost of their ad if they cancel after the agreement has been signed and 100% of the cost of their ad if they cancel after the ad has been printed.

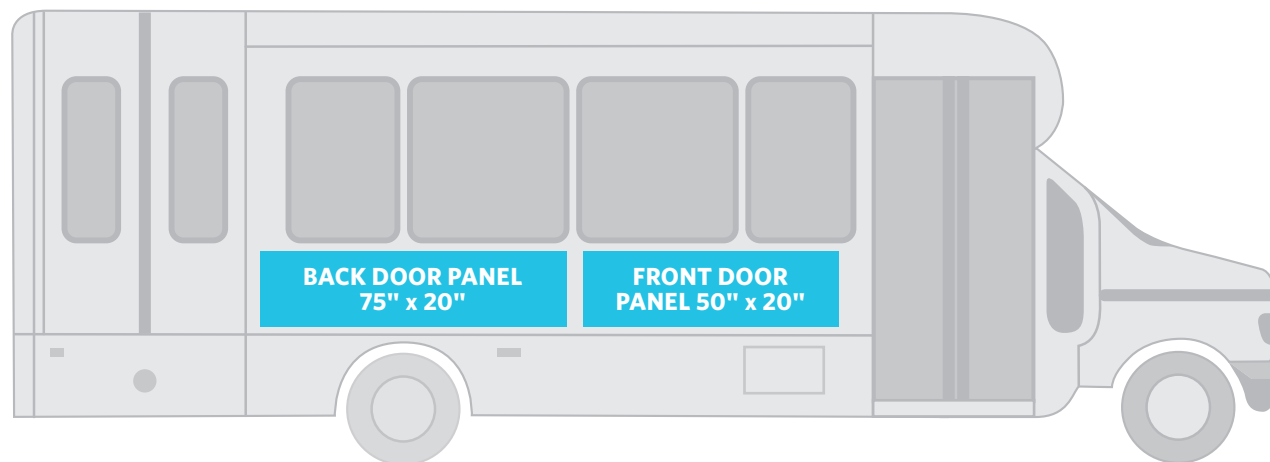
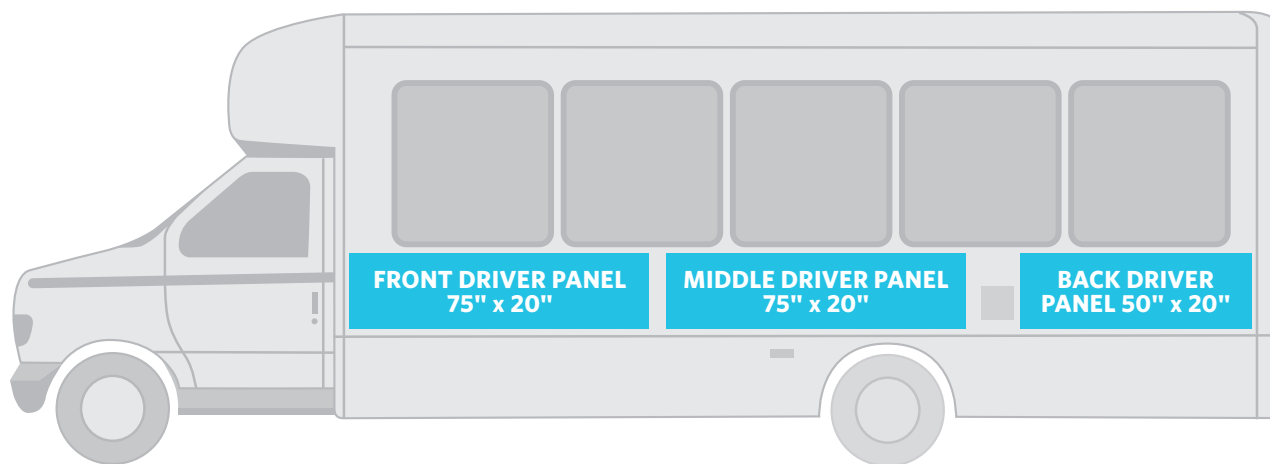
## ERRORS IN AD

The District of West Vancouver is not responsible for content errors in submitted electronic artwork.

## CONTACT

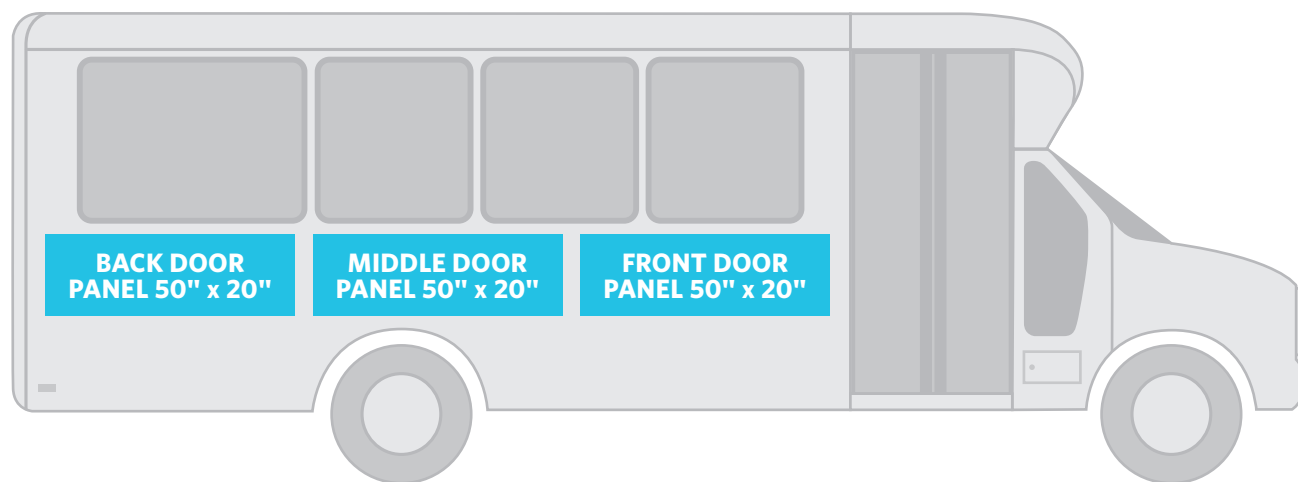
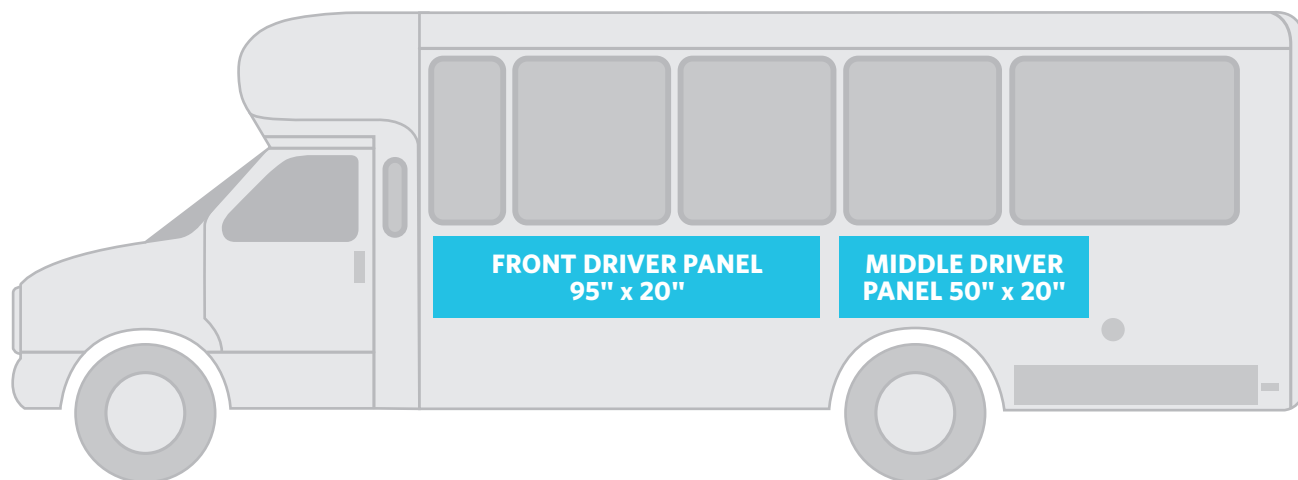
For more information about advertising on the SAC Shuttle Buses, please contact the Marketing Coordinator at [leisureguide@westvancouver.ca](mailto:leisureguide@westvancouver.ca).

# SHUTTLE BUS ADVERTISING R027



# SHUTTLE BUS ADVERTISING

## R029



# SHUTTLE BUS ADVERTISING

# AGREEMENT AND CONFIRMATION FORM

**Organization:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **Province:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

By signing this agreement, I confirm that I wish to purchase advertising on the Seniors' Activity Centre's (SAC) Bus in the **format and quantity specified below**. I agree to submit all material outlined in this brochure by the **deadlines stated below**. Should I wish to cancel this agreement once signed, I understand that: I will be charged 50% of the cost of the ad if I cancel before my ad is printed. I will be charged the full cost of the ad if I cancel after the ad has been printed. I warrant and represent that the advertiser has ownership of all materials subject to copyright.

**Advertiser Signature:** \_\_\_\_\_ **Date of Agreement:** \_\_\_\_\_

## SHUTTLE BUS ADVERTISING (R027)

Ads are installed at the beginning of each month. Please mark your selection(s) with an X.

	R027 Front Door Panel - 50x20	R027 Back Door Panel - 75x20	R027 Front Driver Panel - 75x20	R027 Middle Driver Panel - 75x20	R027 Back Driver Panel - 50x20
	\$330 per month	\$330 per month	\$430 per month	\$430 per month	\$330 per month
May 2026					
June 2026					
July 2026					
August 2026					
September 2026					
October 2026					
November 2026					
December 2026					
<b>TOTAL</b>					

## SHUTTLE BUS ADVERTISING (R029)

Ads are installed at the beginning of each month. Please mark your selection(s) with an X.

	R029 Front Door Panel - 50x20	R029 Middle Door Panel - 50x20	R029 Back Door Panel - 50x20	R029 Front Driver Panel - 95x20	R029 Middle Driver Panel - 50x20
	\$330 per month	\$330 per month	\$330 per month	\$550 per month	\$430 per month
May 2026					
June 2026					
July 2026					
August 2026					
September 2026					
October 2026					
November 2026					
December 2026					
<b>TOTAL</b>					

Personal information on this form is collected pursuant to sections 26(c) of the Freedom of Information and Protection of Privacy Act for the purpose of processing The SAC Shuttle Bus Advertising Agreements. If you have any questions about the collection and use of this information please contact Legislative Services, between 8 a.m. and 4:30 p.m., Monday to Friday excluding statutory holidays, at 604-921-3497 at Municipal Hall, 750 17th Street, West Vancouver BC V7V 3T3.