

Pricing and Standards

Prices for Advertising Space Rental

Following is a table of cost for advertising space available on Dion's Buses.

Contract Period	Rear Window	Full Rear	Side	Full Side	Wrap
1-2 Months	\$410.00*		\$550.00*		
3-5 Months	\$390.00*		\$520.00*		
6-8 Months	\$370.00*	\$750.00*	\$495.00*	\$950.00*	
9-12 Months	\$340.00*	\$650.00*	\$445.00*	\$920.00*	
12 Months					\$1,500.00*

* per month

Pricing:

- Prices exclude GST
- Price for Side includes advertising space for both sides of the bus.
- Prices are for advertising space only
- Hirer is responsible for all Artwork, Production and application and removal costs.
- The sticker production and application must be undertaken by a preferred contractor or if the hirer chooses to use their own contractor, then that contractor must give an undertaking that any damage sustained to the bus as a result of their work will be rectified at their cost. The preferred contractor for Dion's Bus Service is Townsend Signs.
- Advertising fees are to be paid in advance to Dion's Bus Service.

Advertising Standards

Any advertising placed by the Operator or any Associated Operator on Contract Buses must:

- i. comply with all applicable Laws;
- ii. comply with codes of conduct codes of ethics and codes of advertising for the advertising industry prepared or adopted by the Advertising Standards Bureau of Australia, Office of Film and Literature Classification, Australian Association of National Advertising and the Outdoor Advertising Association of Australia;
- iii. not depict political, religious, or other similar subject matter;
- iv. not resemble or be capable of confusion with directional or informational signs either by shape, size or colour; and
- v. not obscure the route number and destination details on a Contract Bus.
- vi. where, in the Secretary, Transport for NSW reasonable opinion, advertising on a Contract Bus does not comply with the clauses above, the Director-General may require the Operator to remove an advertising item from a Contract Bus;
- vii. where an order is made by the Secretary, Transport for NSW for the removal of such advertising, Dion's Bus Service will be required to remove the advertisement within 1 business day of receipt of direction. Dion's Bus Service will notify the hirer of the order so that the hirer may organise for a replacement sign to be posted to the bus. Dion's Bus Service will not be liable for costs associated with replacing the removed advertisement.

Seapost Pty Ltd t/as Dion's Bus Service must review all copies of proposed advertising material at least 21 days prior to the display period, and reserve the right to reject any or all of the advertising material.

Advertising Placement

Wrap



Side



Rear Window



Full Rear

