

EXPLORE ELMHURST EXPRESS TROLLEY ADVERTISING OPPORTUNITY

The City of Elmhurst offers advertising opportunities on the *Explore Elmhurst Express Trolley*, a free trolley service provided to the community and visitors during the summer and winter seasons. Advertisements on the trolley provide local businesses with visibility throughout the city, supporting both economic development and community engagement.

The following guidelines outline participation in the Trolley Advertising Program:

Eligibility:

The advertising opportunity is open to **all registered businesses in Elmhurst, and they must be in good standing**. Each advertisement must promote either:

- A business located in Elmhurst, or
- An event hosted by or affiliated with an Elmhurst business

All advertising content must be appropriate for public display and align with the City's standards for public communication.

Availability & Cost:

- A total of **24 ad spots** are available.
 - The size of each ad spot is 14"H-by-20"W.
 - Ads are sold on a **first-come, first-served** basis.
 - The cost per ad is **\$1,000**.
 - After reserving a spot online, **payment must be made in person at Elmhurst City Hall or online within one (1) week** of receiving an invoice to secure the reservation. Unpaid reservations will be forfeited.
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Trolley Display Schedule:

Advertisements will appear on the trolley during the following seasonal service dates:

Summer Trolley Service:

- Fridays and Saturdays from **12:00 p.m. to 12:00 a.m.**
- **May 30 through September 13**

Winter Holly Trolley Service:

- Saturdays from **12:00 p.m. to 12:00 a.m.**
 - **November 29 through December 27**
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Ad Specifications:

- Ads must be submitted as **high-resolution, print-ready digital artwork.**
 - The City will provide specific dimensions and file requirements upon confirmation of participation.
 - Businesses are responsible for the creation and design of their ad. The City will not provide design services.
 - All artwork must be approved by the City to ensure it complies with visibility, clarity, and content guidelines.
 - **No refunds** will be issued once payment has been received and artwork has been submitted.
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The City reserves the right to reject any ad that:

- Contains inappropriate or offensive content
 - Does not meet design specifications
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How to Participate:

1. Visit the following link to our portal to register: [Citizen Self Service Portal Login](#) starting April 8th at 9:00 am.

Note: Businesses should have registered for this portal when renewing your business registration.

2. Click “Apply” at the top and search Trolley Advertisement.
 3. An invoice will appear in your portal upon submission within 48 hours.
 4. Submit payment within one week of receiving the invoice in person or online.
 5. Upload your artwork in the application submissions May 9th on the portal.
 6. City staff will review and confirm your ad placement once payment is made.
 7. City Staff will be accepting applications through May 7, 2025 or once all 24 spots taken.
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