

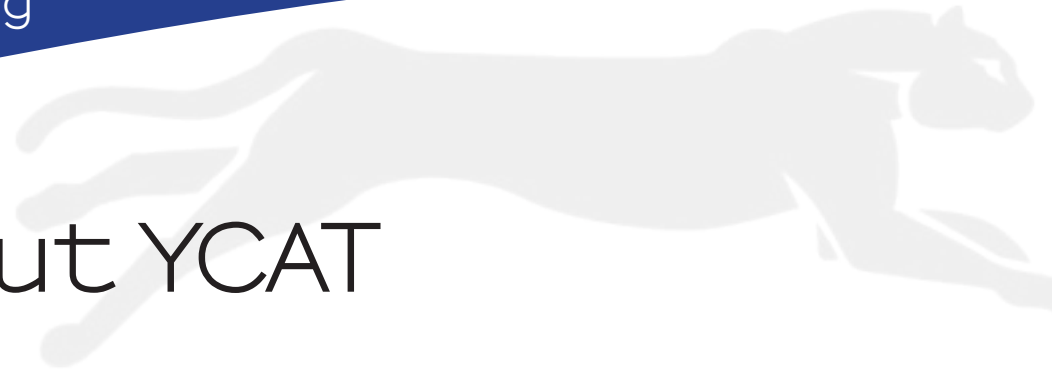


# Transit Advertising



(928) 941-8980





# About YCAT

YCAT operates seven fixed routes and a demand responsive service throughout the southwestern quadrant of Yuma County. YCAT operates Monday-Saturday from 6:00 am to approximately 6:00 pm with headways every 65 minutes. There is no service on Sundays or major holidays which include New Year's Day, Dr. Martin Luther King Jr. Day, Presidents Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day and Christmas Day.

Buses travel along US Highway 95, Business Loop 8 and State Route 195 as well as through City streets in Yuma, Somerton, San Luis and Town of Wellton. Buses have stops located in high traffic areas such as malls, schools and other employment and retail areas.

31,500 revenue vehicle service hours operates on an annual basis.

Last year in fiscal year 2011, YCAT carried 271,000 passengers with an average daily passenger count of 1,038.



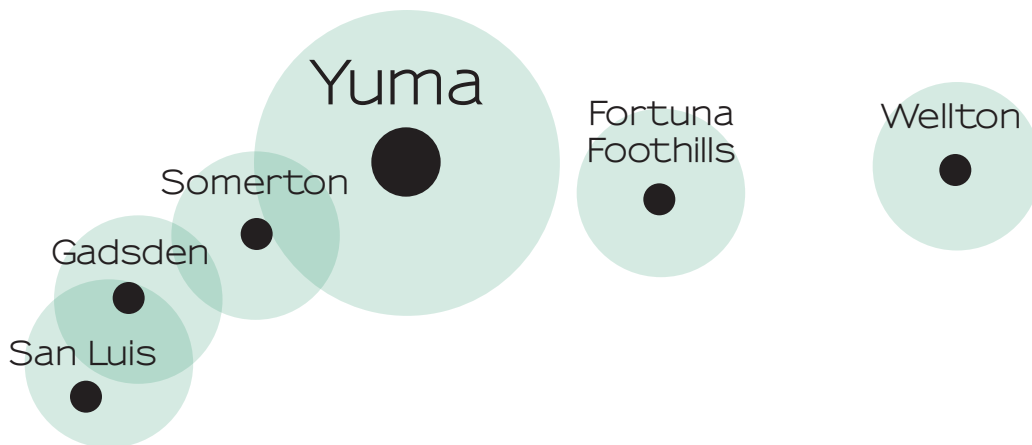
# Why transit ads?

They are cost-effective compared to TV, radio, newspaper or billboards.

Transit advertisements are also known as billboards on wheels that can be seen throughout the city by pedestrians and vehicle drivers.

No other advertising technique can give you this amount of exposure at this price.

YCAT Service Area:





# EZ Rider

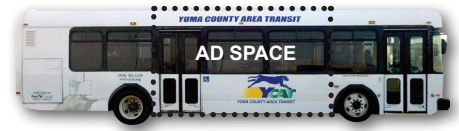
Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) 105" HEIGHT X 36' WIDTH	\$ 1,500.00
2. SUPER KING BUS WRAP (DRIVER SIDE) 105" HEIGHT X 184" WIDTH	\$ 750.00
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE) 105" HEIGHT X 184" WIDTH	\$ 750.00
4. SUPER KING AD PANEL 39" HEIGHT X 98" WIDTH	\$ 450.00
5. SUPER QUEEN AD PANEL 39" HEIGHT X 98" WIDTH	\$ 400.00
6. WINDOWS (PASSENGER OR DRIVER'S SIDE)	\$ 800.00
7. TAILLIGHT BUS PANEL 26" HEIGHT X 80" WIDTH	\$ 350.00



1. FULL BUS WRAP (ONE SIDE)



2. SUPER KING BUS WRAP (DRIVER SIDE)



3. SUPER QUEEN BUS WRAP (PASSENGER SIDE)



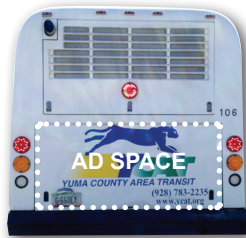
4. SUPER KING AD PANEL



5. SUPER QUEEN AD PANEL



6. WINDOWS (PASSENGER OR DRIVER'S SIDE)



7. TAILLIGHT BUS PANEL



# Passport

Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) 112" HEIGHT X 35' WIDTH	\$ 1,500.00
2. SUPER KING BUS WRAP (DRIVER SIDE) 112" HEIGHT X 152" WIDTH	\$ 750.00
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE) 112" HEIGHT X 91" WIDTH	\$ 750.00
4. SUPER KING AD PANEL 37" HEIGHT X 98.5" WIDTH	\$ 450.00
5. SUPER QUEEN AD PANEL 37" HEIGHT X 74" WIDTH	\$ 400.00
6. FULL WINDOW ADVERTISING (PASSENGER OR DRIVER'S SIDE)	\$800.00
7. FULL BACK TAIL WRAP 94" HEIGHT X 100" WIDTH	\$ 650.00
8. TAILLIGHT AD PANEL 31" HEIGHT X 57" WIDTH	\$ 350.00



1. FULL BUS WRAP (ONE SIDE)



2. SUPER KING BUS WRAP (DRIVER SIDE)



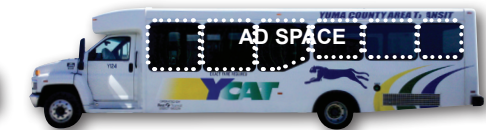
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE)



4. SUPER KING AD PANEL



5. SUPER QUEEN AD PANEL



6. FULL WINDOW ADVERTISING (PASSENGER OR DRIVER'S SIDE)



7. FULL BACK TAIL WRAP



8. TAILLIGHT AD PANEL



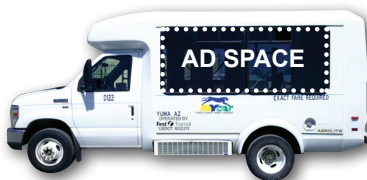


# Paratransit

Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) ..... 100" HEIGHT X 250" WIDTH	\$ 600.00
2. WINDOWS (PASSENGER OR DRIVER'S SIDE) .....	\$ 300.00
3. KING BUS PANEL (DRIVER SIDE) ..... 25" HEIGHT X 55" WIDTH	\$ 150.00
4. QUEEN BUS PANEL (PASSENGER SIDE)..... 25" HEIGHT X 50" WIDTH	\$ 150.00
5. TAILLIGHT FULL WRAP .....	\$ 400.00
6. TAILLIGHT PANEL #1..... 21" HEIGHT X 63" WIDTH	\$ 200.00
7. TAILLIGHT PANEL #2 .....	\$ 250.00



1. FULL BUS WRAP (ONE SIDE)



2. WINDOWS (PASSENGER OR DRIVER'S SIDE)



3. KING BUS PANEL (DRIVER SIDE)



4. QUEEN BUS PANEL (PASSENGER SIDE)



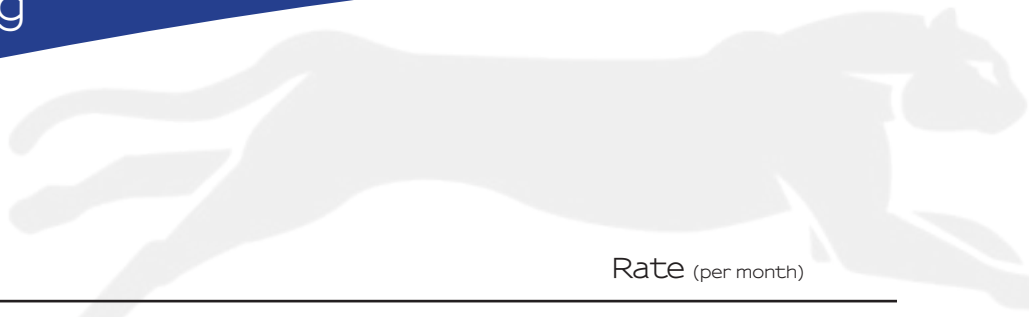
5. TAILLIGHT FULL WRAP



6. TAILLIGHT PANEL #1



7. TAILLIGHT PANEL #2



# MST-2

Location

Rate (per month)

<b>1.</b> FULL WINDOW ADVERTISING (PASSENGER OR DRIVER'S SIDE) . . . . .	\$ 800.00
<b>2.</b> MST-2 FULL BUS WRAP ONE SIDE . . . . .	\$1,500
112" HEIGHT X 33' WIDTH	
<b>3.</b> SUPER KING BUS AD SPACE . . . . .	\$ 750
112" HEIGHT X 161" WIDTH	
<b>4.</b> SUPER KING BUS PANEL . . . . .	\$ 450
26" HEIGHT X 188.5" WIDTH	
<b>5.</b> SUPER QUEEN BUS AD SPACE . . . . .	\$ 750.00
112" HEIGHT X 104" WIDTH	
<b>6.</b> SUPER QUEEN BUS AD PANEL . . . . .	\$ 400.00
26.5" HEIGHT X 138.5" WIDTH	
<b>7.</b> FULL BACK TAIL WRAP . . . . .	\$ 600.00
92" HEIGHT X 96" WIDTH	
<b>8.</b> TAILLIGHT PANEL . . . . .	\$ 350.00
58.5" HEIGHT X 30" WIDTH	



1. FULL WINDOWS  
(PASSENGER OR DRIVER'S SIDE)



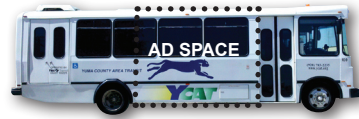
2. MST-2 FULL BUS WRAP



3. SUPER KING BUS AD SPACE



4. SUPER KING BUS PANEL



5. SUPER QUEEN BUS AD SPACE



6. SUPER QUEEN BUS AD PANEL



7. FULL BACK TAIL WRAP



8. TAILLIGHT PANEL



# Interior Bus Advertising

- 11"x17" laminated sheet full color, design, production and installation cost included.
- 1038 riders per day 6 days a week

Rate (per month)

- 
- |  |        |
|--|--------|
| <b>1.</b> Two ads per bus on a total of 17 buses. ....   | \$ 475 |
| <b>2.</b> Two ads per bus on a total of 17 buses. ....<br>with interchangeable ads every 15 days | \$ 575 |





# Bus Stop Shelters



ONE SHELTER WITH INTERCHANGEABLE ADS  
48" WIDE x 69" HIGH



ONE SHELTER WITH INTERCHANGEABLE ADS  
18"WIDE x 64" HIGH



ONE SHELTER WITH INTERCHANGEABLE ADS  
22"WIDE x 71" HIGH

## Shelter Locations & Prices (monthly)

### Yuma

1. Castle Dome @ Yuma Palms**	\$350
2. 12th St Behind Harkins Theater	\$160
3. Yuma International Airport	
4. Frontier Village @ 4th Ave extension	7. 16th St @ 31st Drive (MCAS Housing)
5. Main Library @21st Drive - 2	8. 24th St @ Avenue 7 1/2 E
6. Juvenile Center @ 28th St - 2	9. AWC Campus - 3
	10. 24th St east of Castle Dome Middle School
	11. 24th Street @ Yuma Regional Medical Ctr**

### Welton

1. Los Angeles Ave @ William St- 2	\$100
2. Los Angeles Ave @ Center Post Office- 2	4. Arizona Ave @ William St***
3. William St @ Family Center	5. Arizona Ave @ William St***

### Somerton

1. Main St @ Columbia Ave	\$160
2. Main St @ Family Dollar	3. Main St @ State Avenue
	4. Main St @ Cesar Chavez Ave***-2

### San Luis

1. Hwy 95 @ Food City	\$160
2. County 22nd Street @ Hwy 95*	\$300
3. Hwy 95 @ Walmart Driveway*	(3 panel ads)

### Yuma County

1. Main Street @ 4th Avenue (Gadsden)- 2	\$100
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### Fort Yuma Reservation

1. Quechan Community Center\*\*\*
2. Quechan Drive @ Pipa Market\*\*\*

### Cocopah Reservations West and North

1. West Reservation @ Veterans Drive	\$100
2. North Reservation @ Chapay Way	
3. East Reservation @ Head Start School	
4. Cottonwood Park Loop @ Cottonwood Loop***	

\* Shelter owned by Walmart and is a different style

\*\* Advertising Shelter

\*\*\*Shelters only used for ad display. May not have bus route.



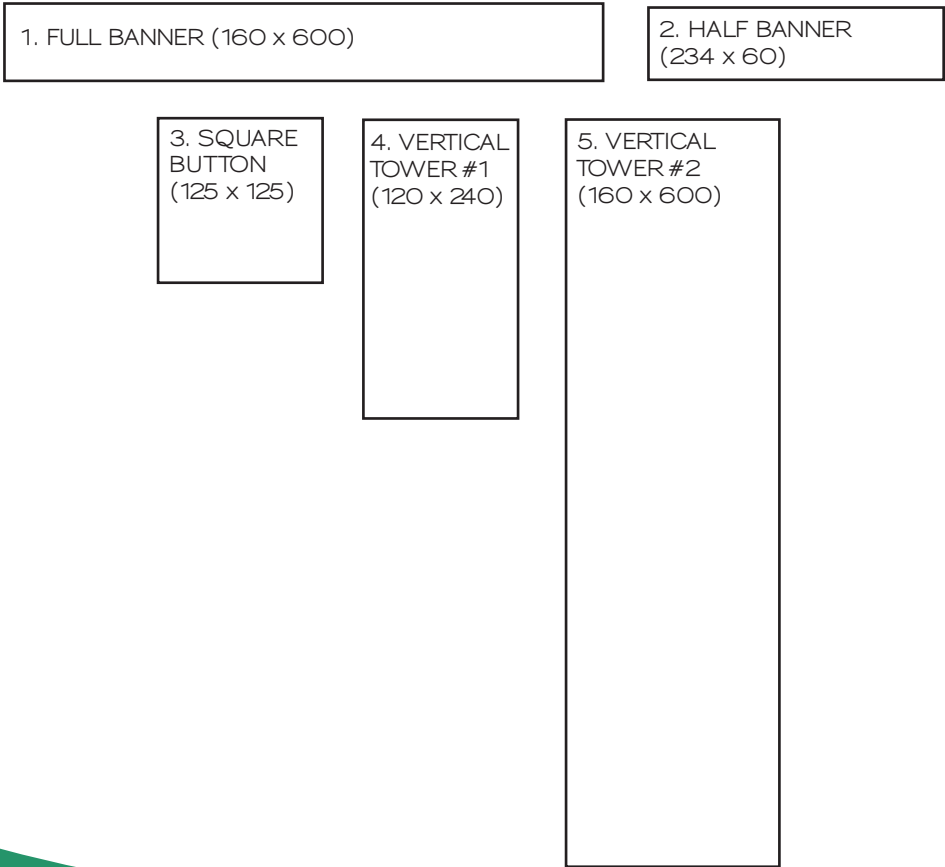
# Website Advertising

Web Banner Size (in pixels) Rate (per month)

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- 1. FULL BANNER (160 x 600) .....\$250.00
- 2. HALF BANNER (234 x 60) .....\$85.00
- 3. SQUARE BUTTON (125 x 125).....\$65.00
- 4. VERTICAL TOWER #1 (120 x 240) .....\$150.00
- 5. VERTICAL TOWER #2 (160 x 600).....\$350.00

**Ycat.org** contains over 90 pages. Its home page receives 15,000 hits a month.





# Rider's Guide Ads

### Printing

- Rider's Guides are printed twice a year (January and July).

### Ad Size

- Advertisements are 3.5 inches by 2.0 inches (business card size)
- Your ad is spread throughout the brochure in five spots.

### Distribution

- The Rider's Guide is available for free on all buses, internet, all government offices, all libraries, all social services agencies, all 28 bus shelters in the County. That is a total of 175 distribution locations.

### Price

\$250

