

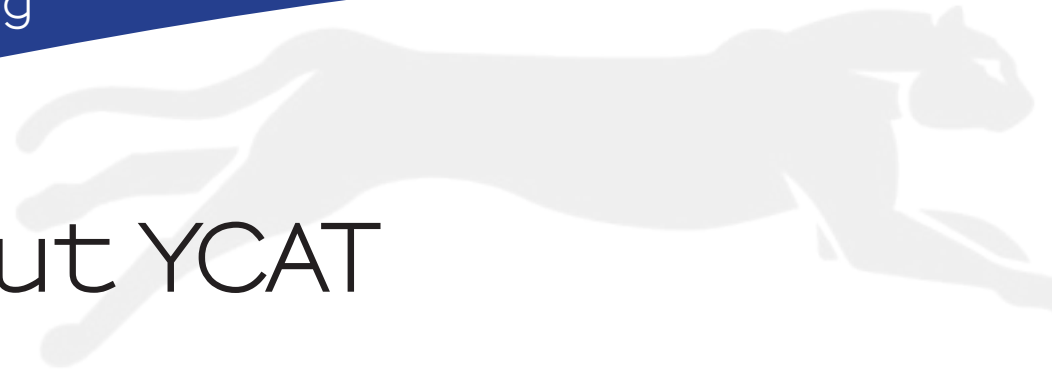


Transit Advertising



(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.



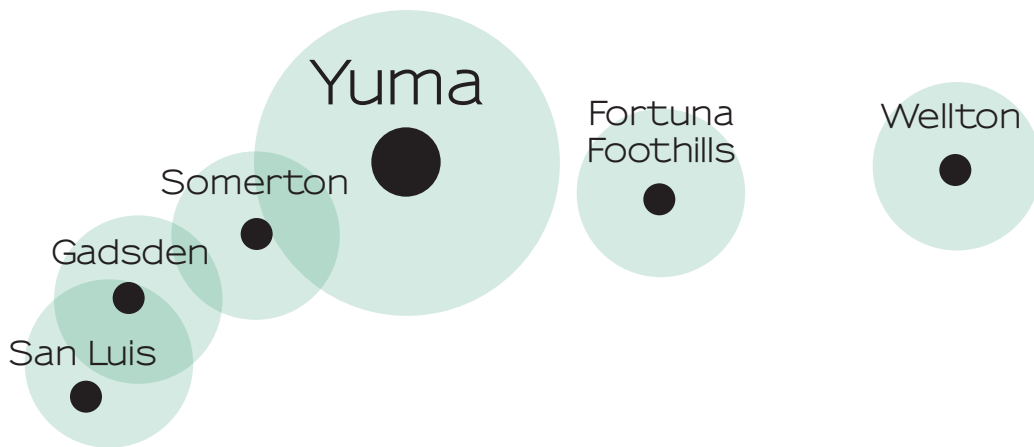
Why transit ads?

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

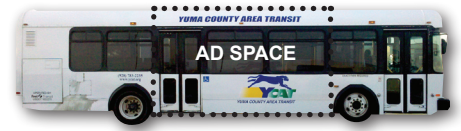
Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) 105" HEIGHT X 36 FT WIDTH	\$ 1,500.00
2. SUPER KING BUS WRAP (DRIVER SIDE) 105" HEIGHT X 184" WIDTH	\$ 750.00
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE) 105" HEIGHT X 184" WIDTH	\$ 750.00
4. SUPER KING AD PANEL 24" HEIGHT X 180" WIDTH	\$ 450.00
5. SUPER QUEEN AD PANEL 24" HEIGHT X 135" 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 48" HEIGHT X 98" WIDTH	\$ 450.00
5. SUPER QUEEN AD PANEL 38" HEIGHT X 98" 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 33" HEIGHT X 60" WIDTH	\$ 350.00



1. FULL BUS WRAP (ONE SIDE)



2. SUPER KING BUS WRAP (DRIVER SIDE)



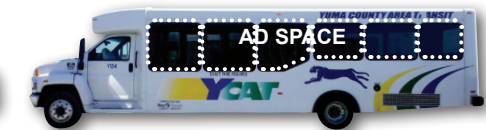
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE)



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

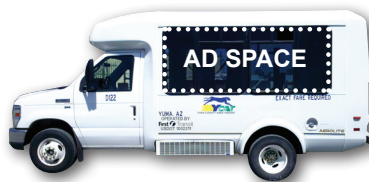


Paratransit

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
92" HEIGHT X 88" WIDTH	
6. TAILLIGHT PANEL #1..... 21" HEIGHT X 63" WIDTH	\$ 200.00
7. TAILLIGHT PANEL #2	\$ 250.00
36" HEIGHT X 68" WIDTH	



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)



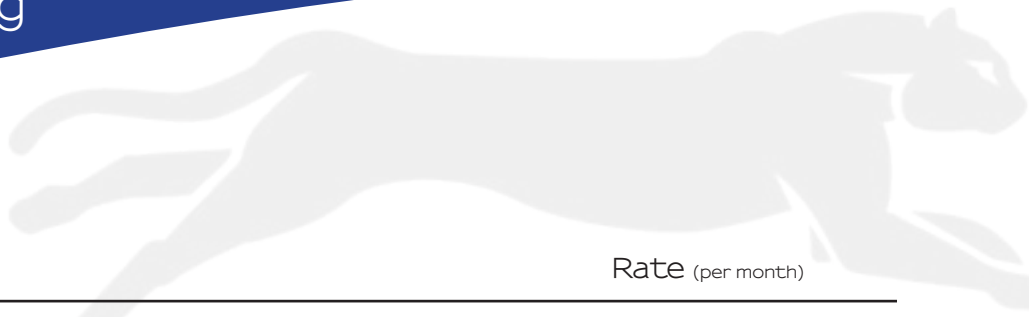
5. TAILLIGHT FULL WRAP



6. TAILLIGHT PANEL #1



7. TAILLIGHT PANEL #2



MST-2

Location

Rate (per month)

1. FULL WINDOW ADVERTISING (PASSENGER OR DRIVER'S SIDE)	\$ 800.00
2. MST-2 FULL BUS WRAP ONE SIDE	\$1,500
112" HEIGHT X 33' WIDTH	
3. SUPER KING BUS AD SPACE	\$ 750
112" HEIGHT X 161" WIDTH	
4. SUPER KING BUS PANEL	\$ 450
28" HEIGHT X 161" WIDTH	
5. SUPER QUEEN BUS AD SPACE	\$ 750.00
112" HEIGHT X 104" WIDTH	
6. SUPER QUEEN BUS AD PANEL	\$ 400.00
27" HEIGHT X 99" WIDTH	
7. FULL BACK TAIL WRAP	\$ 600.00
92" HEIGHT X 96" WIDTH	
8. TAILLIGHT PANEL	\$ 350.00
58.5" HEIGHT X 30" WIDTH	



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



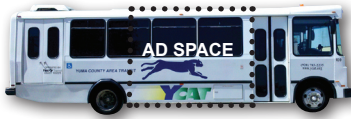
2. MST-2 FULL BUS WRAP



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)

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



Bus Stop / Shelters

Rate (per week)

- 1. ONE SHELTER WITH INTERCHANGEABLE ADS (48" WIDE x 69" HIGH) \$ 160.00
- 2. ONE SHELTER WITH INTERCHANGEABLE ADS (23"WIDE x 64" HIGH) \$ 100.00
- 3. ONE SHELTER WITH INTERCHANGEABLE ADS (22.75"WIDE X 71"HIGH) \$ 120.00

SET UP AND REMOVAL FEES ARE NOT INCLUDED. THIS APPLIES TO ALL SIZES.



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



2. ONE SHELTER WITH INTERCHANGEABLE ADS
23"WIDE x 64" HIGH



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

Shelter Locations

Yuma

- 1. Castle Dome Ave @ Yuma Palms Pkwy Red, Orange, Yellow, Green, Gold
- 2. 12th St Behind Harkins Theaters Red, Orange, Yellow, Green, Gold
- 3. 3rd Avenue @ 16th Street
- 4. 4th Ave Extension @ The Village
- 5. 21st Drive @ Main Library- (2 shelters) Yellow
- 6. 23rd Avenue @ 28th St- (2 shelters) Yellow
- 7. 6th St @ 31 Drive (MCAS housing) Green
- 8. 24th St @ Avenue 7 1/2 E Orange, Gold, Silver
- 9. AWC Campus- (3 Shelters) Orange, Gold, Silver
- 10. 24th St east of Castle Dome Middle School Orange

Welton

- 1. Los Angeles Ave @ William St- (2 Shelters) Gold, West
- 2. Los Angeles Ave @ Center Post Office- (2 Shelters) Gold, West
- 3. William St @ Family Center

Somerton

- 1. Main St @ Columbia Ave Yellow, Violet, Purple Saturday
- 2. Main St @ Family Dollar Yellow, Violet, Purple Saturday

San Luis

- 1. Juan Sanchez Blvd @ 1st Street Yellow, Silver
- 2. 1st Street @ Library Yellow, Silver
- 3. Hwy 95 @ Food City
- 4. Hwy 925 @ Chevron Yellow, Silver
- 5. Walmart Frontage Road Yellow
- 6. Hwy 95 @ Walmart Entrance Yellow

Cocopah Reservations West and North

- 1. West Reservation @ Veterans Drive Purple Saturday, Violet
- 2. North Reservation @ Chapay Way Purple
- 3. East Reservation @ School Violet, Purple Saturday



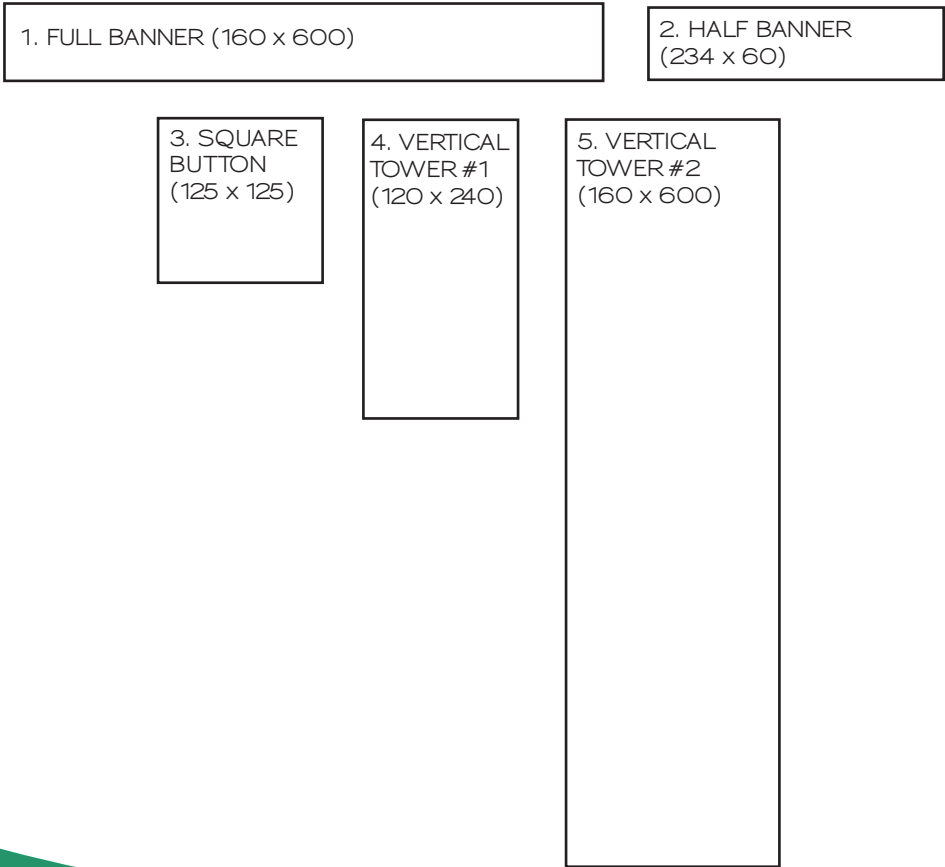
Website Advertising

Web Banner Size (in pixels)

Rate (per month)

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

