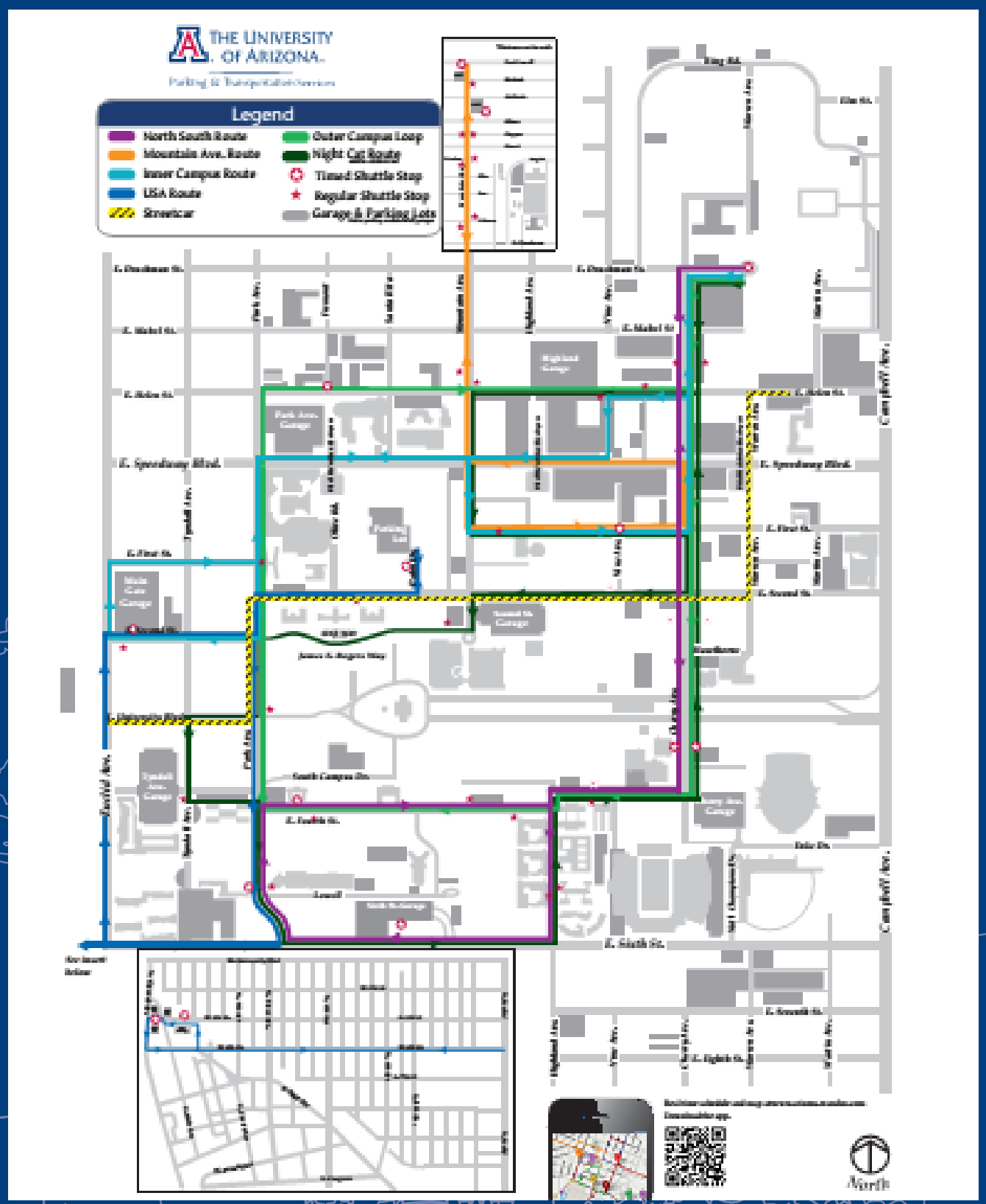


Advertising on **Cat Tran** the University of Arizona® Transit System



Advertising on the University of Arizona's Transit System reaches students and university employees daily. Our buses run all across campus and Tucson transporting students and faculty to class and other school functions. Advertising displays are found inside the buses directly above the windows providing increased visibility to all passengers during their ride.



- Cat Tran transported 525,000 students & faculty members during the '13-'14 school year.*
- On average over 66,000 passengers monthly & over 2,500 daily.*
- 15 fixed routes running both on and off campus.*
- 16 buses operate during fall & spring semesters as well as 6 operating constantly throughout the summer.*
- Over 100 combined hours of daily shuttle service & over 2,100 combined hours of service on a monthly basis.*

Rider Profile

Students

- 41,000 on-campus students,
- 78% of which are undergrads.
- 52% of students are female.
- 53% of students are 17-20 yrs. old.
- 45% of students are 20-30 yrs. old.

Faculty/Staff

- 11,000 full & part-time employees work on campus.
- 51% of Faculty/Staff are female.
- The average income of full-time teaching faculty is \$77,200
- Nearly 94% of full-time teaching faculty hold a doctorate or other terminal degree in their field.

Space is Limited, Reserve Yours Today! Contact: Many Hats Advertising, ltd.
 Call: (770) 688-4941 • E-mail: terri@manyhatsads.com
 5022 E. Camino Alisa - Tucson, AZ 85718

Advertising Rates

42" x 11" - Full Color Posters

Plan	Rental Cost	Time Period
Year Round Plan	\$3,500	12 months
Academic Year Plan	\$3,000	9 months (mid-August to mid-May)
Academic Semester Plan	\$1,400	Fall or Spring Semester
Monthly Plan	\$650	Monthly
Summer Special (monthly)	\$400	Summer Months (mid-May to mid-August)

Printing Charge for 42" x 11" posters \$420 - Set of 16*

*Charge for one set of 16 full color 42" x 11" poster advertisements. Includes tax. Art can be switched out as frequently as the advertiser requires at this printing fee. Posters can be supplied by client as per our specifications at no additional charge.

