



Transit Advertising





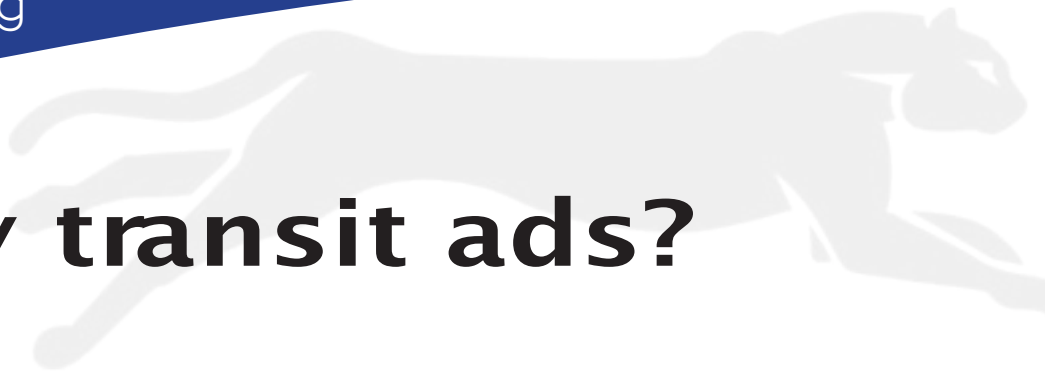
About YCAT

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 the Town of Wellton. Buses have stops located in high-traffic areas such as malls, schools, and other employment and retail areas.

34,900 revenue vehicle service hours operate on an annual basis.

Last year in 2023, YCAT carried 390,000 passengers with an average daily passenger count of 1,287.



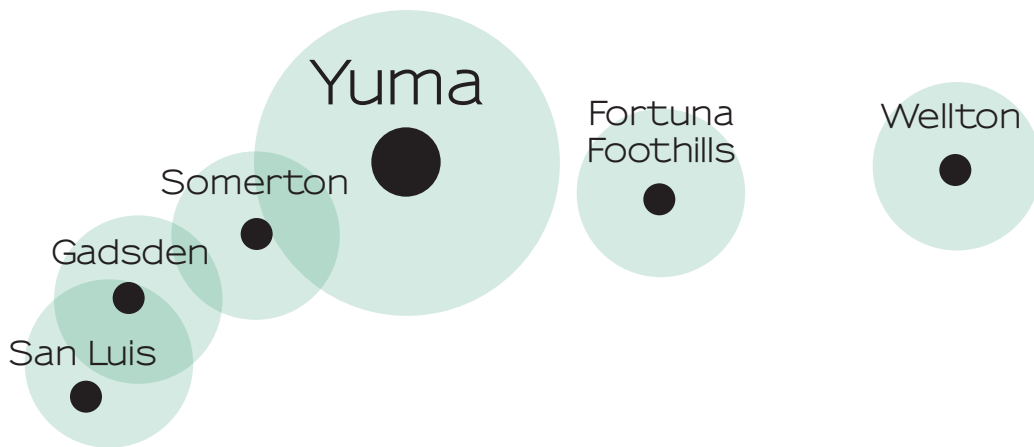
Why transit ads?

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:





Arboc

Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) 88 1/2" HEIGHT x 35 FT WIDTH	\$ 1,200.00
2. SUPER KING BUS WRAP (DRIVER SIDE) 88 1/2" HEIGHT X 160" WIDTH	\$ 650.00
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE) 88 1/2" HEIGHT X 110" WIDTH	\$ 650.00
4. SUPER KING AD PANEL 48" HEIGHT X 160" WIDTH	\$ 350.00
5. SUPER QUEEN AD PANEL 48" HEIGHT X 110" WIDTH	\$ 300.00
6. WINDOWS (PASSENGER OR DRIVER'S SIDE) 37 3/4" HEIGHT X 288 1/2" WIDTH	\$ 700.00
7. TAILLIGHT BUS PANEL 32 1/4" HEIGHT X 82 1/4" 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

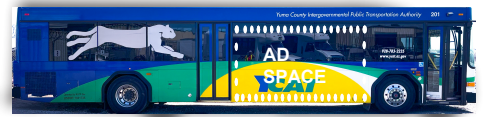


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Location	Rate (per month)
1. FULL BUS WRAP (ONE SIDE) 100" HEIGHT X 42 FT WIDTH	\$ 1,200.00
2. SUPER KING BUS WRAP (DRIVER SIDE) 100" HEIGHT X 230" WIDTH	\$ 650.00
3. SUPER QUEEN BUS WRAP (PASSENGER SIDE) 100" HEIGHT X 145" WIDTH	\$ 650.00
4. SUPER KING AD PANEL 43" HEIGHT X 230" WIDTH	\$ 350.00
5. SUPER QUEEN AD PANEL 43" HEIGHT X 145" WIDTH	\$ 300.00
6. FULL WINDOW ADVERTISING (PASSENGER OR DRIVER'S SIDE) 40" HEIGHT X 28 FT WIDTH	\$ 700.00
7. TAILLIGHT AD PANEL 34" HEIGHT X 84" WIDTH	\$ 350.00



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



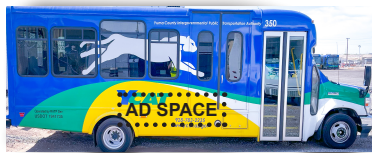
1. FULL BUS WRAP (ONE SIDE)



2. WINDOWS (PASSENGER OR DRIVER'S SIDE)



3. KING BUS PANEL (DRIVER SIDE)



4. QUEEN BUS PANEL (PASSENGER SIDE)



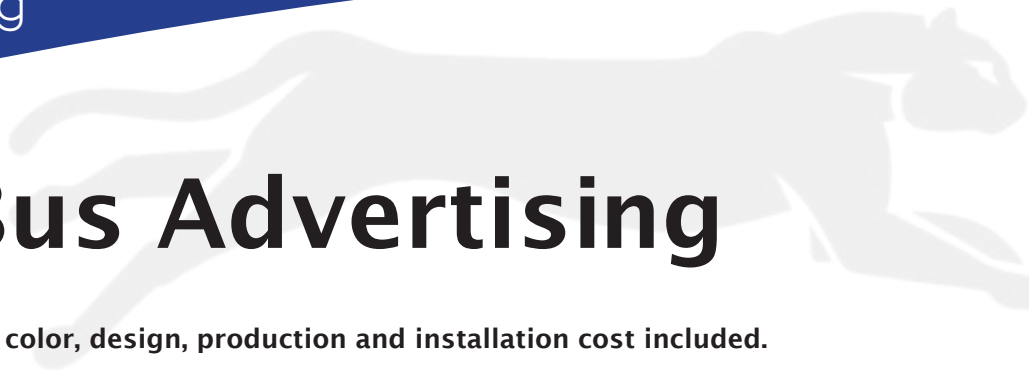
5. TAILLIGHT FULL WRAP



6. TAILLIGHT PANEL #1



7. TAILLIGHT PANEL #2



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..... \$575
with interchangeable ads every 15 days



Bus Stop / Shelters

Rate (per month)

- 1. ONE SHELTER WITH INTERCHANGEABLE ADS (47" WIDE x 69" HIGH)\$ 600.00
- 2. ONE SHELTER WITH INTERCHANGEABLE ADS (18"WIDE x 64" HIGH)\$ 300.00

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

Shelter Locations

Yuma

- Castle Dome Ave at Yuma Palms Parkway
- 12th St at Harkins Theater
- 4th Ave at 17th St
- 24th St at 6th Ave
- 24th St at Ave A
- 26th St at 23rd Ave Walmart Ave B (West)
- 26th St at 23rd Ave Walmart Ave B (Middle)
- 26th St at 23rd Ave Walmart Ave B (East)
- 24th St at YRMC ER Entrance
- 24th St at 8th Ave
- Yuma International Airport at Baggage Claim
- Pacific Ave at Palo Verde St
- AWC, NAU, UA at Parking Lot
- 24th St at Yuma Education Consortium Yard
- 24th St at Desert Mesa Elem/Ave 7 1/2E
- 23rd Ave at 28th St
- 21st Dr at Yuma Co Library District (South)
- 21st Dr at Yuma Co Library District (North)
- Pacific Ave at Palo Verde St
- 16th St at 31st Dr
- 1st Ave at 3rd St/City Hall
- 16th St at Arizona Ave
- 24th St at Yuma Community Food Bank
- 4th Ave at 16th Street

Wellton

- Arizona Ave at William St
- Los Angeles St at Fresno St
- Los Angeles St at William St
- Arizona Ave at William St

Cocopah Reservations (East, West & North)

- Cocopah Casino Main Entrance (South)
- Cocopah Casino Main Entrance (North)
- Chapay St at Quail Run Lp
- Cottonwood Park Lp at Head Start School
- Veterans Dr at Veterans Wy
- Centre Ave at Steamboat St
- Centre Avenue Across Kwapa Apartments

Somerton

- Main St at Columbia Ave
- Main St at State Ave
- Main St at Cesar Chavez
- Main St at Bingham Ave

Gadsden

- Main St at 4th Ave
- Main St at 5th Ave

San Luis

- Main St at Juan Sanchez
- Juan Sanchez Blvd at 8th Ave
- Ave F at Los Olivos Dr
- Williams Brook Ave at B St
- Williams Brook Ave at B St



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



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