



YUMA COUNTY PUBLIC TRANSPORTATION

MEDIA KIT

LEARN ABOUT US

CONTACT

US NOW



(928) 783-2235



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gov**



YCAT OPERATES 14 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. THERE IS NO SERVICE ON SUNDAYS OR ON FEDERAL HOLIDAYS.

GROW YOUR BUSINESS WITH US



YOUR BRAND YOUR CALL

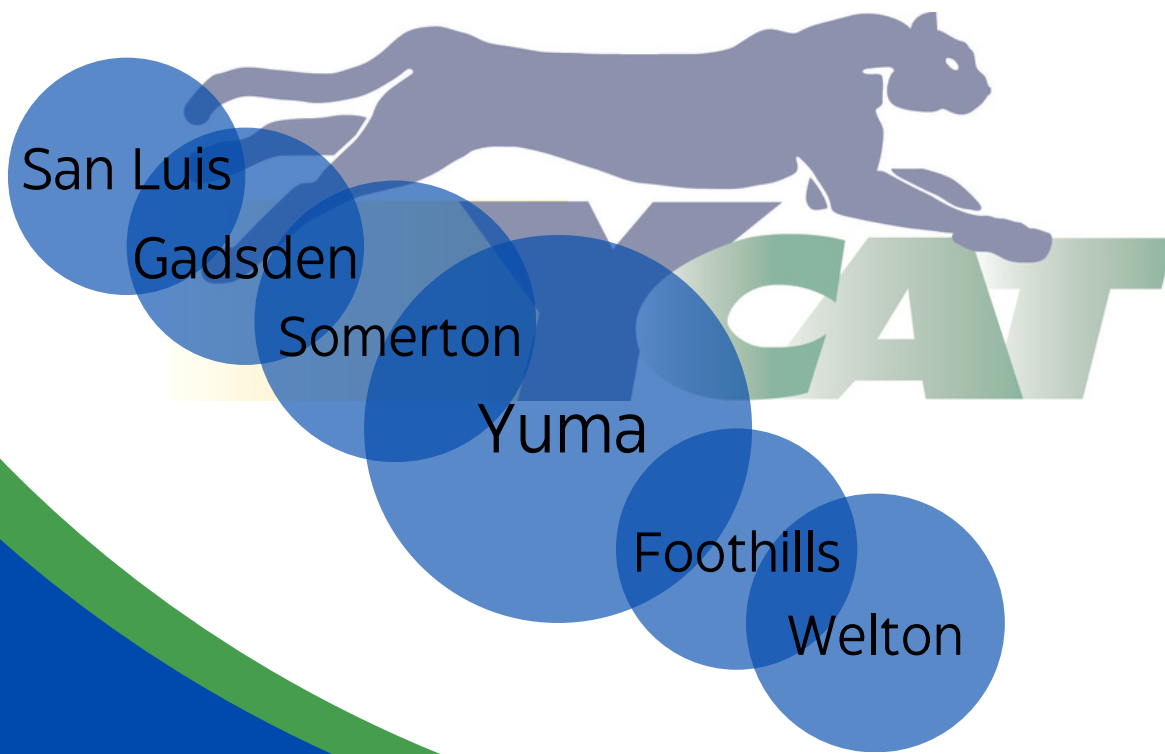
There are many opportunities to make an impression for your business using transit advertising. Starting from wraps, shelter displays, or interior posters. Bus advertisements can be seen throughout the whole Yuma County and we can help you find the best option for your advertising needs.



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

Transit advertisements are 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.



**WHY CHOOSE TRANSIT
ADVERTISING?**

WHERE CAN WE TAKE YOU?

Buses travel along US Highway 95, Business Loop 8, and State Route 195 as well as through City streets in Yuma, Somerton, Gadsden, 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.

POTENTIAL VIEWERS

- **Total Passengers per year(2023): 406,000**
- **Total Passengers per month: 30,248**
- **Total Passengers per day: 1,287**



BUS STOPS/SHELTERS

Monthly Rate

(\$25 SET UP AND REMOVAL FREE)

APPLIES TO ALL SIZES/INTERCHANGING OF ADS.

▶ ONE SHELTER SIDE WITH INTERCHANGABLE ADS **\$600.00**

47" WIDTH X 69" HEIGHT #1

▶ ONE SHELTER SIDE WITH INTERCHANGABLE ADS **\$300.00**

18" WIDTH X 64" HEIGHT #2

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

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



FOOTHILLS/WELTON:

- 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

(Government & non-profit organizations may receive a discount on advertising media.)

BUS INTERIOR

Monthly Rate
(INSTALLATION COST INCLUDED)

▶ TWO ADS PER BUS ON 19 BUSES **\$475.00**
11" x 17" laminated sheet full color

▶ TWO ADS PER BUS ON 19 BUSES **\$575.00**
(INTERCHANGABLE EVERY 15 DAYS)
11" x 17" laminated sheet full color



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GILLIG Monthly Rate

(Does not include production and installation costs.)

➤ Full Bus Wrap (ONE SIDE) **\$1,200.00**
100" HEIGHT X 42 FT WIDTH



➤ SUPER KING WRAP (DRIVER SIDE) **\$650.00**
100" HEIGHT X 230" WIDTH



➤ SUPER QUEEN WRAP (PASSENGER SIDE) **\$650.00**
100" HEIGHT X 145" WIDTH



➤ SUPER KING AD PANEL **\$350.00**
43" HEIGHT X 230" WIDTH



➤ SUPER QUEEN AD PANEL **\$300.00**
43" HEIGHT X 145" WIDTH



➤ FULL WINDOW (PASSENGER OR DRIVER) **\$700.00**
40" HEIGHT X 28 FT WIDTH



➤ TAILLIGHT PANEL **\$350.00**
34" HEIGHT X 84" WIDTH



(Government & non-profit organizations may receive a discount on advertising media.)

Paratransit Monthly Rate

(Does not include production and installation costs.)

▶ Full Bus Wrap (ONE SIDE)
100" HEIGHT X 250" WIDTH

\$600.00



▶ WINDOW (PASSENGER OR DRIVER)

\$300.00



▶ KING BUS PANEL (DRIVER SIDE)

\$150.00

25" HEIGHT X 55" WIDTH



▶ QUEEN BUS PANEL (PASSENGER SIDE)

\$150.00

25" HEIGHT X 50" WIDTH



▶ TAILLIGHT FULL WRAP

\$400.00

92" HEIGHT X 88" WIDTH



▶ TAILLIGHT PANEL #1

\$200.00

21" HEIGHT X 63" WIDTH



▶ TAILLIGHT PANEL #2

\$250.00

36" HEIGHT X 68" WIDTH



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