



# Lafayette CityBus Market Overview and Media Kit

# CityBus Profile

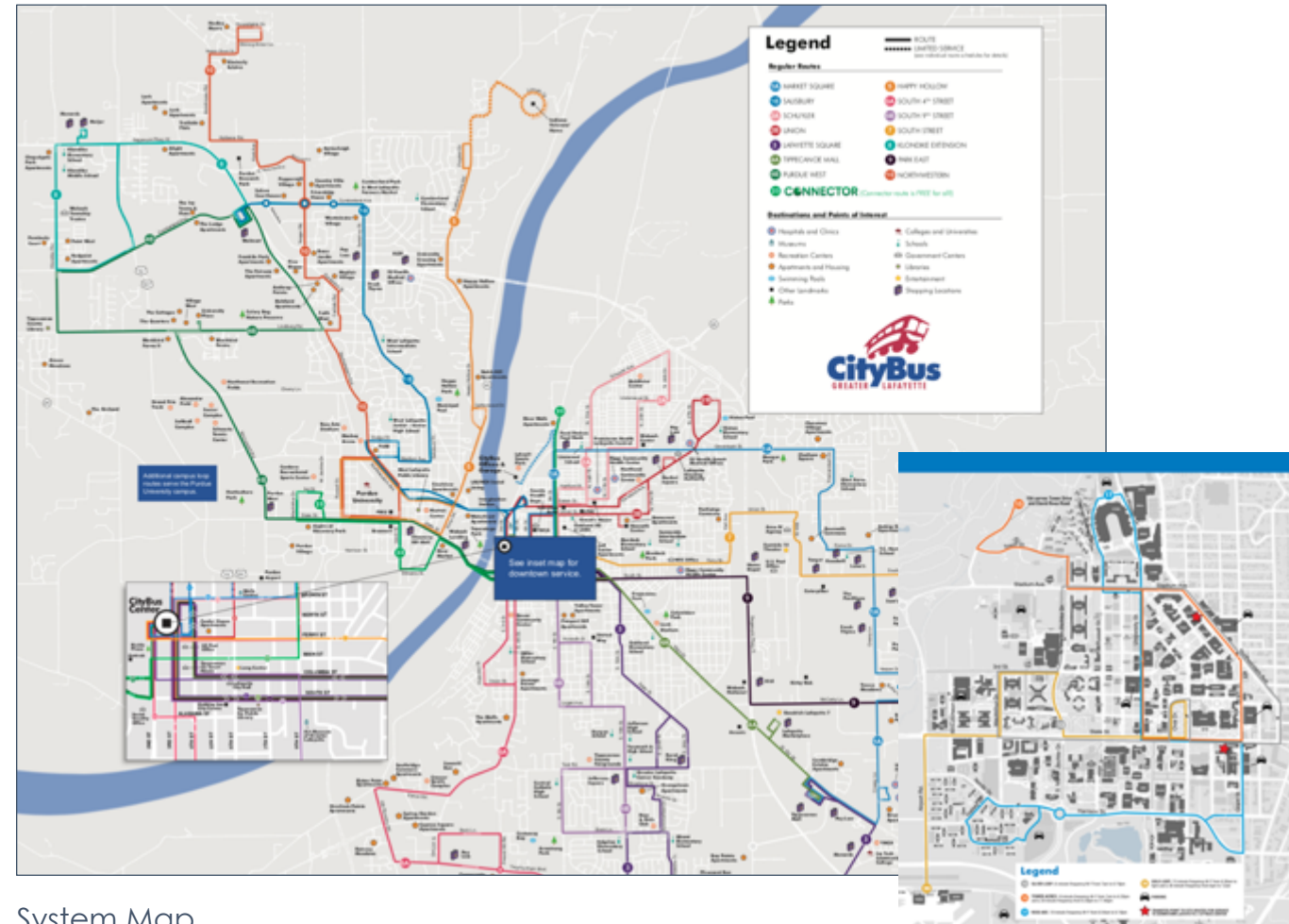


Lafayette CityBus provides fixed-route, on demand, and paratransit bus service across Lafayette and West Lafayette, Indiana as well as serving Purdue University.

CityBus has 60 buses that provide nearly 4 million passenger rides across over 22 fixed routes throughout the community as well as throughout Purdue University, allowing advertisers the opportunity to speak directly to consumers across the region on a daily basis where no other outdoor advertising exists.

## Fast Transit Facts:

- 2019 Ridership: **3.9 million riders per year**
- Routes: **CityBus** operates 22 fixed routes throughout the community w/ 5 of those directly servicing student and faculty around Purdue University.



System Map

Purdue inset

Lafayette

# Available Formats – Full Bus Wrap

\*One period = 4 weeks



| Full Bus Wraps |                       |                       |                       |
|----------------|-----------------------|-----------------------|-----------------------|
| # of Units     | 13 Periods            | 26 Periods            | 39 Periods            |
| 1              | \$1,500<br>Per Period | \$1,375<br>Per Period | \$1,250<br>Per Period |

Production and Install - \$7,500

# Available Formats – Supersized Window and Back Wraps

\*One period = 4 weeks



| Supersized Window Wrap – Driver/Passenger |                     |                     |                     |
|---|---------------------|---------------------|---------------------|
| # of Units                                | 3 Periods           | 6 Periods           | 13 Periods          |
| 1   | \$500<br>Per Period | \$400<br>Per Period | \$300<br>Per Period |

Production and Install - \$600

| Back Wrap  |                     |                     |                     |
|------------|---------------------|---------------------|---------------------|
| # of Units | 3 Periods           | 6 Periods           | 13 Periods          |
| 1          | \$750<br>Per Period | \$650<br>Per Period | \$500<br>Per Period |

Production and Install - \$1,000

# Available Formats – Tails and Window Wraps

\*One period = 4 weeks



| Window Wrap – Driver/Passenger |                     |                     |                     |
|--------------------------------|---------------------|---------------------|---------------------|
| # of Units                     | 3 Periods           | 6 Periods           | 13 Periods          |
| 1                              | \$350<br>Per Period | \$300<br>Per Period | \$250<br>Per Period |

Production and Install - \$350

| Tail Panels |                     |                     |                     |
|-------------|---------------------|---------------------|---------------------|
| # of Units  | 3 Periods           | 6 Periods           | 13 Periods          |
| 1           | \$250<br>Per Period | \$225<br>Per Period | \$200<br>Per Period |

Production and Install - \$250

# Available Formats – Interiors

\*One period = 4 weeks

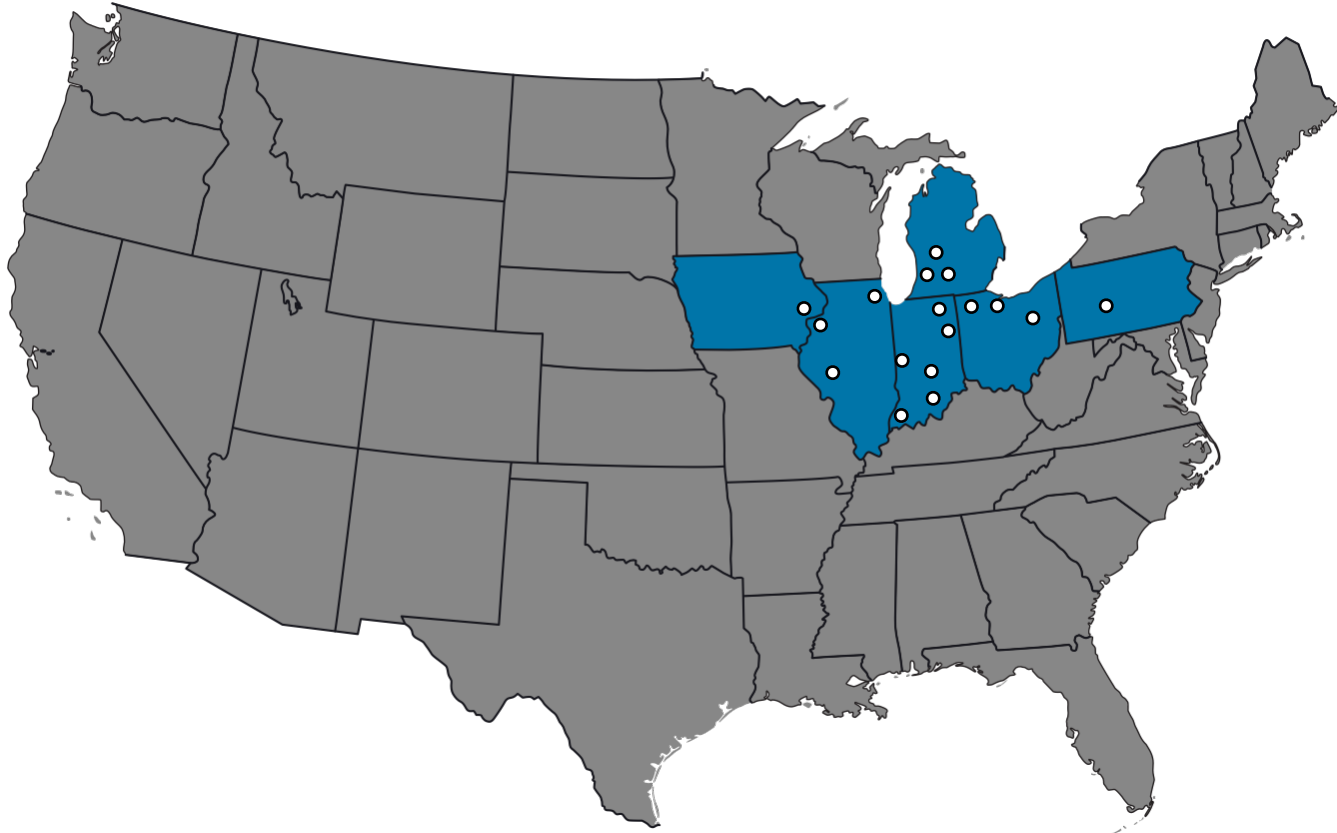


| Interior Cards |                       |                     |                     |
|----------------|-----------------------|---------------------|---------------------|
| # of Units     | 3 Periods             | 6 Periods           | 13 Periods          |
| 60             | \$1,200<br>Per Period | \$900<br>Per Period | \$600<br>Per Period |

Production and Install - \$1,200

# Mesmerize

## Our Coverage



### FORMATS BY DMA

| Media               | Bus | Rail | Shelters |
|---------------------|-----|------|----------|
| <b>ILLINOIS</b>     |     |      |          |
| Chicago             |     | ●    |          |
| Moline              | ●   |      |          |
| Quincy              | ●   |      |          |
| <b>INDIANA</b>      |     |      |          |
| Bloomington         | ●   |      |          |
| Evansville          | ●   |      |          |
| Ft. Wayne           | ●   |      | ●        |
| Indianapolis        | ●   |      | ●        |
| Lafayette           | ●   |      |          |
| South Bend          | ●   | ●    | ●        |
| Terra Haute         | ●   |      |          |
| <b>IOWA</b>         |     |      |          |
| Davenport           | ●   |      | ●        |
| <b>MICHIGAN</b>     |     |      |          |
| Battle Creek        | ●   |      | ●        |
| Grand Rapids        | ●   |      |          |
| Kalamazoo           | ●   |      |          |
| <b>OHIO</b>         |     |      |          |
| Canton              | ●   |      |          |
| Sandusky            | ●   |      |          |
| Toledo              | ●   |      |          |
| <b>PENNSYLVANIA</b> |     |      |          |
| State College       | ●   |      |          |



Thank You!

 **MESMERIZE**  
Out of home. Into action.