

THE SIMPLE GUIDE TO ADVERTISING

ON

CAT

BUSES

Media Kit 2024

CAT'S TARGET MARKET



A Full and Diverse Market

Your advertisement will be rotated on CAT routes that travel through residential and commercial areas in Charlottesville, granting you access to a diverse audience.

Major Corridors

Advertisements will be seen on CAT routes that travel through major corridors including Seminole Trail, Emmet St, Barracks Rd, & West Main St; perfect for targeting commuters and shoppers.

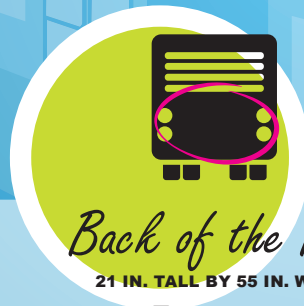
PLACEMENT LOCATIONS**



Driver Side

30 IN. TALL BY 108 IN. WIDE

Largest ad size available



Back of the Bus

21 IN. TALL BY 55 IN. WIDE

Target stop light traffic



Passenger Side

30 IN. TALL BY 65 IN. WIDE

Perfect for foot traffic and passengers



Interior Ad

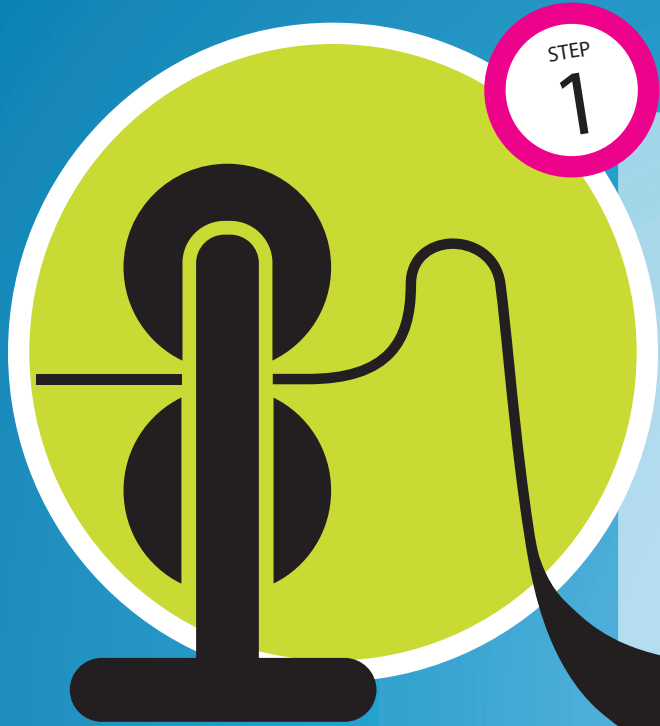
11 IN. TALL BY 28 IN WIDE

Inform passengers as they ride

	Driver Side	Back of the Bus	Passenger Side	Interior Ad
1-2 Months	\$369/mo	\$340/mo	\$340/mo	\$33/mo
3-5 months	\$259/mo Save 29%	\$230/mo Save 32%	\$230/mo Save 32%	\$28/mo Save 16%
6-11 months	\$236/mo Save 35%	\$215/mo Save 37%	\$215/mo Save 37%	\$24/mo Save 26%
12+ months	\$215/mo Save 41%	\$205/mo Save 40%	\$205/mo Save 40%	\$22/mo Save 33%

Prices include installation and placement. Artwork and production are the responsibility of the advertiser (don't worry, we'll point you in the right direction!) Prices are based off of a lump sum payment.

** FOR WRAP PRICING AND INFO, PLEASE CONTACT OUR MARKETING DEPARTMENT AT 434-970-3349



STEP
1

GET A PRODUCTION QUOTE

Don't pay inflated production costs! Unlike some other systems, CAT lets you work directly with your favorite printer. Don't have a printer? Give one of these local vendors a call.

- Bailey Printing Inc • 914 Harris St, Charlottesville, VA • (434) 293-6573
- Frontrunner Sign Studios • 1304 E Market St, Charlottesville, VA • 434-293-7446
- HighTech Signs • 2165 Seminole Trail, Charlottesville, VA • (434) 974-7900
- McClung Companies • 550 N. Commerce Ave, Waynesboro, VA • (540) 941-7708
- PrintSource • 3315 Berkmar Dr, Charlottesville, VA • (434) 975-3000
- Viking Forge Design • 2374 Jefferson Hwy, Waynesboro, VA • (540) 946-0000

When asking for a quote, be sure to have these specs ready!

Exterior Advertisements

Material - FLEXcon BUSmark© 5800 Series Vinyl
 Size - Kings (30" x 108"), Queens (30" x 65"), Tails (21" x 55")
 Quantity - The total number you would like to order

Interior Advertisements

Material - Cardstock that is laminated OR styrene
 Size - 11" x 17" OR 11" x 28" (landscape format)
 Quantity - The total number you would like to order

Are you a vendor who can print to these specs? Let CAT know and you'll be added to the list!

Looking to get your feet wet? CAT recommends starting off with two to three placements!

STEP
2

GIVE CAT A CALL!

Pick up the phone and dial (434) 970-3349. CAT will draw up a contract and lock in your placement.



STEP
3

ORDER & SHIP YOUR ADVERTISEMENT

Once your placement has been locked, you can order your advertisement from the printer.

The advertisement should be delivered to:
1545 Avon St. Ext., Charlottesville, VA 22902



STEP
4

GET NOTICED!

Thousands of people will see your advertisement as it makes its way around Charlottesville and the urban areas of Albemarle County.



OPTIONS & DISCOUNTS

Options

Monthly Payments*	+\$22 / month / placement
Exterior Copy Change	\$55 / placement
Interior Copy Change	\$6 / placement

Discounts

Renew an ACTIVE contract & receive
5% OFF the new term plus a FREE installation.

*Interior placements are not eligible for monthly payments unless combined with exterior placements. If combined, interior ads do not carry a fee.

SHOWING SIZES

#25 Showing	4 placements
#50 Showing	8 placements
#75 Showing	12 placements
#100 Showing	16 placements

POPULATION FACTS

Charlottesville City

2024 population	46,553
Median household income	\$67,177
Median Age	32.4yr
65+ years old	12.6%
Persons per square mile	4,564.02

Albemarle County

2024 population	112,395
Median household income	\$93,691
Median Age	38.6yr
65+ years old	19.3%
Persons per square mile	156.00

UVA Academics

2022 enrollment	23,721
Undergraduate	68%
Graduate	32%

UVA Health System

2024 employment (approx.)	13,000
2024 inpatients	26,400
2024 outpatient visits	1,052,452
2024 emergency visits	72,153

Data pulled from <https://uvahealth.com/about/health-system-info> on 4/28/2021

CAT FACTS

Residential Routes

Seven routes that serve the following areas: Belmont, Ridge St., Fifeville, Johnson Village, Fry's Spring, Jefferson Park Ave., 10th & Page, Rose Hill, Starr Hill, Martha Jefferson, Woolen Mills, Locust Grove, Barracks/Rugby, Greenbrier, Piedmont Virginia Community College, Southwood, & Rio Rd.

Commercial Routes

Six routes that serve the following areas: W. Main St., Emmet St., Seminole Trail, Commonwealth Dr., Rio Rd. E. & W., Hillsdale Dr., UVA Hospital, Barracks Road Shopping Center, Seminole Square Shopping Center, Fashion Square Mall, Rio Hill Shopping Center, Sam's Club

Service Miles

The fleet travels over 79,000 miles a month. That's enough to travel to California every day!

Passenger Counts

Each day, CAT provides over 6,000 rides. People use CAT to shop, go to school, & to go to work.

Fleet Size

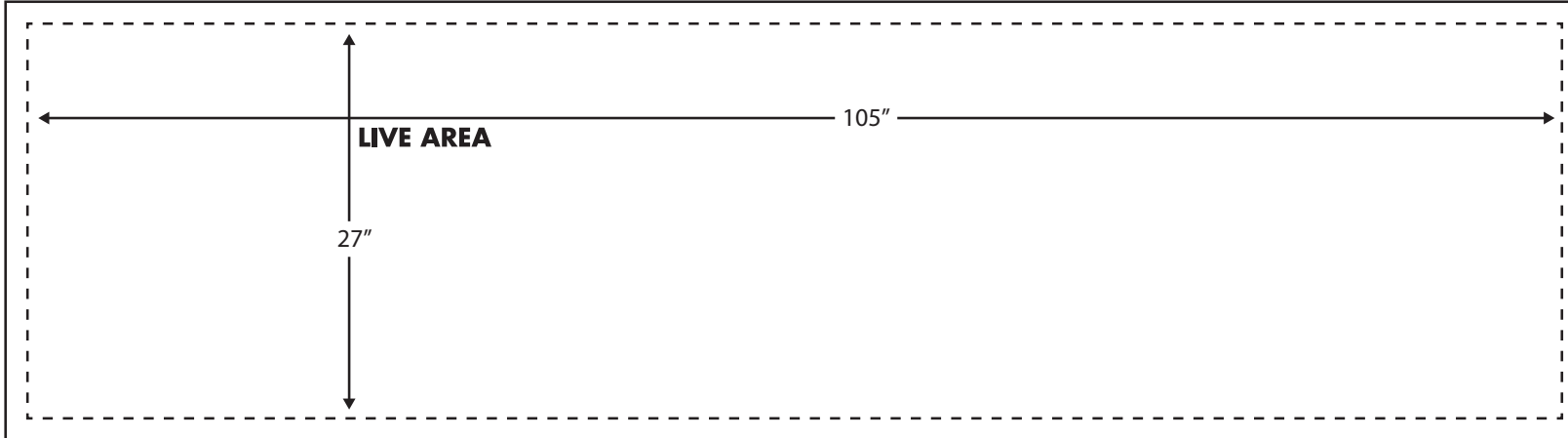
CAT has 28 different buses that can display exterior advertisements & 31 that can display interior advertisements. CAT operates 23 buses during peak service.

Don't wait! Give CAT a call today! 434-970-3349

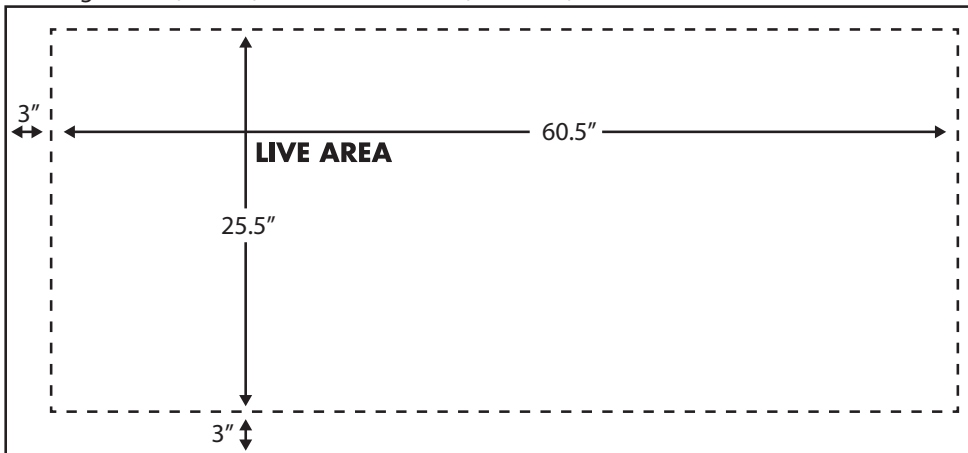
Advertising Specifications



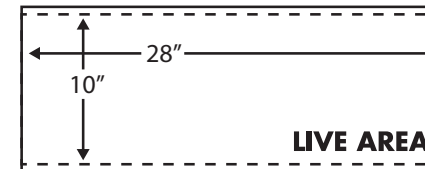
Driver Side (King) - 30" Tall x 108" Wide (Trim Size)



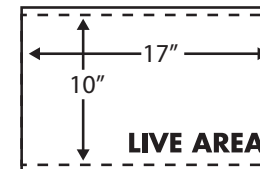
Passenger Side (Queen) 30" Tall x 65" Wide (Trim Size)



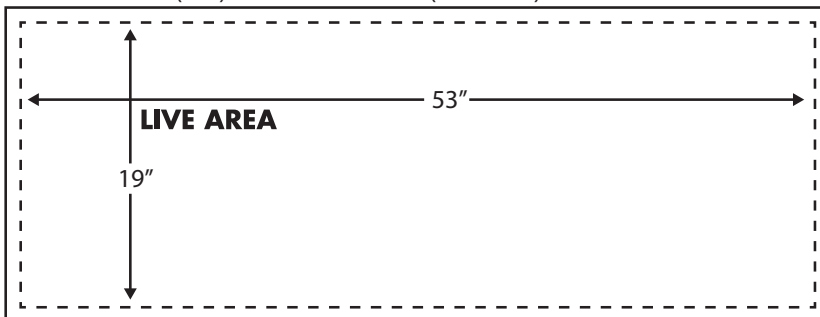
Interior Card 11" Tall x 28" Wide



Interior Card 11" Tall x 17" Wide



Back of the Bus (Tail) 21" Tall x 55" Wide (Trim Size)



Production Handled by the Customer

Exterior advertisements must be printed on FLEXcon BUSmark 5800 series vinyl (or approved equivalent). Interior advertisements are to be printed on 5-ply card stock, 0.03 Styrene, or consumer card stock. If consumer card stock is used, advertisements must be laminated and trimmed to size. Advertisements are to be received seven business prior to placement. Failure to submit advertisements in a timely manner may result in a delayed start. CAT is not responsible for lost time due to a delayed delivery.

Production Handled by CAT

Artwork must be submitted as a PDF. Files are to be received three weeks in advance of their placement. Failure to submit artwork in a timely manner may result in a delayed start. CAT is not responsible for lost time due to the delayed delivery of artwork files.



Call Today! 434-970-3349

CHARLOTTEVILLE AREA TRANSIT ADVERTISING TERMS AND CONDITIONS

Charlottesville Area Transit ("CAT"), a division of the City of Charlottesville, is engaged in commerce as a provider of convenient, pleasant, and inexpensive bus transportation service. Sale of advertising space located inside the bus and/or on the exterior of the bus constitutes part of this commercial service.

1. As used in this contract, the term Advertiser shall include Advertising Agency, or any other agent or licensee of Advertiser, as well as the Advertiser.
2. Exterior advertising will be permitted on the sides and back of vehicles, and is limited to the sizes and placements as defined on the current CAT Bus Advertising Rate Card.
3. Interior advertising is permitted in the standard Interior Display Card advertising racks only.
4. Advertising of Public Services--The City of Charlottesville and its departments may purchase exterior advertising space to advertise non-commercial, viewpoint-neutral information concerning City-operated or City-sponsored events, services and/or initiatives. Any such advertisement shall be subject to all terms and conditions contained herein (other than that requiring proposal of a commercial transaction), and may be submitted to CAT only by a City Department Director. City of Charlottesville and CAT advertising is also permitted on interior advertising racks on a space-available basis free of charge; however, paid advertising shall take precedence.
5. Private Advertisements-- Advertising space on CAT buses is not intended to be a public forum. The text and illustrations on advertising copy, and materials used, shall be subject to approval by CAT, whose decision as to acceptability shall be final. Advertisements that are political or religious in nature are prohibited. All proposed advertising shall be reviewed for compliance with the following standards: (a) The advertisement shall not be false, misleading, libelous or deceptive; (b) The advertisement shall not relate to an illegal activity, or propose a commercial transaction that is prohibited by federal, state or local law; (c) The advertisement shall not contain explicit sexual material, obscene material, or material harmful to minors as those terms are defined in Va. Code §§ 18.2-372 et seq; (d) The advertisement shall not advertise alcohol or tobacco products; (e) The advertisement shall not include language that is obscene or profane; (f) There shall be no advertisements for X-rated movies, sexually oriented businesses, adult bookstores, escort services, massage parlors, pawn shops, tattoo parlors, or check cashing services.
6. In reviewing advertising, the Director of Transportation ("Director") or his designee shall consider the appearance of the advertisement, the primary purpose of the advertisement, and whether the advertisement refers to goods or services. The Director or his designee shall consult with the City Attorney's office as necessary. Any advertiser whose advertisement has been rejected by the Director or his designee may appeal the denial to the City Manager in writing within five (5) business days. The City Manager shall consider the appeal and render a written determination within ten (10) business days of receipt of the appeal. The City Manager's determination shall be final.
7. Each advertiser is responsible for directly supplying finished advertising materials (without expense to CAT) to the CAT address which appears on the top page of this contract. All production arrangements are strictly between the production company and the Advertiser. Advertiser is responsible for ensuring that ads created by their production company are made to the dimensions and technical specifications required by CAT. Advertiser will allow seven (7) business days after delivery for installation of advertising materials.
8. CAT reserves the right to terminate any advertising displays based on adverse publicity or complaints. In the event that CAT or its representatives determine that any advertisement should be terminated pursuant to this paragraph, CAT shall have the right to remove said advertisement forthwith. The advertiser shall receive a pro rata credit for the remainder of the advertising contract as of the date of removal.
9. Loss of service due to failure of advertiser to timely provide finished advertising materials, or to provide advertising materials in the dimensions and technical specifications required by CAT, shall be at the advertiser's sole cost and expense. In the event that CAT, through its own error, omits materials as contracted for, or in the event that there are delays in CAT's ability to commence the contracted advertising service, when such delays are not the fault of the advertiser, then the advertiser shall be entitled to a pro rata credit, or at the option of CAT, to additional service or an extension of the term of the service as necessary to provide the advertiser the full value of the originally contracted service.
10. Should the Advertiser's copy be damaged, defaced, mutilated or spoiled by reason of storm, flood, vandalism, ordinary wear/tear, or any other cause, replacement copy shall be furnished by the Advertiser upon CAT' request, without liability or expense on the part of CAT.
11. If a bus with advertising is out of service for more than seven (7) consecutive calendar days due to mechanical breakdown or other problems, CAT agrees to extend the contract for a period equal to the amount of time the Advertiser's copy is not displayed, to commence following the final day of non-service.
12. Advertiser shall indemnify and hold harmless CAT against any liability to which it may be subjected by reason of the advertising materials displayed under this contract, including by not limited to, liability for infringement of trademarks, trade names, copyrights, invasion of rights of privacy, defamation, illegal competition or trade practices, as well as all reasonable costs, including attorney's fees, in defending any such action(s).
13. CAT reserves the right to cancel this contract at any time upon default by the Advertiser in the payment or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein named, or if the Advertiser becomes insolvent or files an assignment for the benefit of creditors. Upon such cancellation, all advertising fees incurred hereunder, including short-term rates or other charges under this contract, and unpaid, shall become immediately due and payable. In case of delinquency of payment, waiver by CAT of any specific breach or breaches of this agreement by Advertiser shall not prejudice the rights of CAT hereunder with respect to any breach or breaches not specifically waived by CAT. In the event of suit for the collection of unpaid accounts, all costs of suit, including attorney's fees shall be added to the monies owed.
14. Term: 15 days from date of invoice. Advertisers who select a lump sum payment will be billed at the beginning of the month in which advertising service commences. Advertisers who selected monthly payments will be billed at the beginning of each month that advertising services are active. Any bill rendered to Advertiser shall be conclusive as to the correctness of the items therein set forth unless written objection is made thereto by the agency and/or advertiser within fifteen (15) days from rendering thereof.
15. **If payment is not received within twenty eight (28) days, the advertisement will be REMOVED from the bus and the advertiser will be responsible for that month's payment and up to two (2) additional months' payments if originally contracted.**
16. Upon expiration of an advertising contract, salvageable advertising materials (i.e. interior display cards and pre-installation display posters) will be held by CAT for pick-up by the advertiser within 5 days after the date of the contract expiration. CAT shall not be liable for materials not picked up by the advertiser, and upon expiration of the five (5) day retrieval period, the materials shall become the property of CAT and may be disposed of CAT in any manner it deems appropriate. CAT shall not be held liable for the return of any exterior posters already mounted on vehicles.
17. An advertiser's contract with CAT is not assignable by the advertiser.
18. An advertiser's contract with CAT becomes effective when executed by CAT. The written contract, together with these terms and conditions, shall be deemed the full agreement of the parties. No prior representation or assurance, verbal or written, shall affect or alter the rights or obligations of either party as set forth within the parties' agreement. The parties' agreement cannot be modified, unless such modification is set forth in writing and signed by both parties.