

Why use NUCATS to place an ad on the CTA?

Thanks to a long-standing relationship with the media vendor, Intersection, we have negotiated special discounted rates (up to 50% discounted) for CTA ads. In order to maintain this generous discount, we have agreed to streamline all research ad request for our vendor. This will provide researcher teams 1:1 guidance through the ad process, an internal ad review to help increase participant interest, and timely execution of the ad campaign. This helps you make the most of your time and budget when placing a CTA ad. We've included some helpful info below for placing an ad.

How do CTA ads get placed?

How long does it take to place a CTA ad?

From start to finish for new customers who require interior ad creation resources and IRB approval, it typically takes 4-6 weeks for interior ad to be placed on the trains/bus lines. We strongly advise reviewing the process timeline in the additional resources.

Larger orders or orders using exterior ad styles are also offered by Intersection (e.g., bus wraps, digital monitors). These would require a **minimum of 2 months advance notice**.

The sooner you contact us the better, as your order is also subject to the vendor's availability.

What does your study team need in order to place ads through NUCATS?

NUCATS needs:

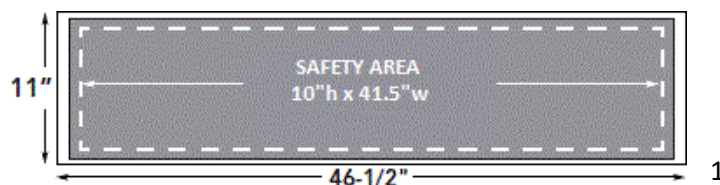
- ☐ A completed [CCR Intake form](#) for the specific study/studies for which the ad will be placed.
- ☐ IRB approval letter for the modification approving the CTA creative and CTA as a recruitment method.
- ☐ IRB approved CTA creative fitting the vendor specifications (example below)
- ☐ Ad creative approval from NUCATS/Feinberg
- ☐ Length of campaign and desired posting dates (please provide at least 2 preferred dates in order of preference)
- ☐ Preferred bus/train lines
- ☐ Number of ads

Intersection specifications for CTA/Pace Interior Ads

*Please note the safety area specifications. All study related contents must stay within the safety area.

Full Size 11"H x 46.5"W

**Safety Area 10"H x
41.5"W**



Fees & Billing

What's the cost for placing a CTA ad with the vendor?

Vendor costs vary by the advertising assets, length, and availability. If you're interested in other advertising assets offered by Intersection, let us know, and we can work with the vendor to come up with a campaign that makes sense for your budget and timeline.

See the table below for sample options and pricing for **Interior ad** campaigns, our most common.

Costs

Run Length	# of Ads units	Total Cost (includes 20% overage)
4 Weeks	100	\$3,340
4 Weeks	150	\$5,010
4 Weeks	200	\$6,680
4 Weeks	250	\$8,350
4 Weeks	300	\$10,020
4 Weeks	400	\$13,360
8 Weeks	100	\$5,840
8 Weeks	200	\$11,680
8 Weeks	300	\$17,520
8 Weeks	400	\$23,360
12 Weeks	100	\$8,340

* Additional pricing options can be requested

What is the discounted rate given to CCR Recruitment by Intersection (CTA media vendor)?

Pricing is based on the pre-approved discount for NUCATS of \$25 per interior rate card. This is subject to change based on CTA availability.

How will my study be billed?

The NUCATS team will connect you directly with the vendor, Intersection, to facilitate contract setup. It is the responsibility of the study team to route the contract for the appropriate signatures. For study teams within FSM, only the Dean's Office is authorized to sign contracts and agreements on behalf of the University. End users within departments do not have the authority to sign any contracts or agreements with external parties in the name of the University or its departments/schools.

Study teams are also responsible for processing invoices received from Intersection. Please review the FSM Contract Request Process on SharePoint (NetID required) for additional guidance.



Deciding on Your Campaign

What type of campaign should I run?

This depends on your budget, what creative resources you have, and your timeline. Typically, studies run 4-8 weeks campaigns for bus or rail interiors.

Interior Cards

Rail interiors place your ad directly in front of riders, providing the perfect way to communicate with this captive audience. Other campaigns and types of ads offered can be provided upon request.

What do other studies typically do?

Our most popular and common ad campaign consist of 4-weeks, 100 ads interior. You can split creatives between bus and/or train in a single ad campaign. It's suggested no less than 100 ads are placed on a single bus garage and/or train line. This is mainly due to the large number of carts on each train line and the number of buses for each garage.

How many designs can I do?

Our negotiated vendor rates include up to 5 creatives per campaign at no extra charge. Creatives can be split between train/bus and across different lines or bus garages (e.g., 100 ads on Brown line and 100 ads on Kedzie garage).

When is the busiest season?

Major Holidays such as Thanksgiving and Christmas tend to be highly competitive. Also, spring is a busy time and availability beyond April 1st becomes limited.

What are my options for CTA train and bus lines?

Visit the CTA website for up-to-date ridership statistics for each route or line.