



CTA Northwestern University- NUCATS Interior Ad Rates

Run Length	# Of Ads	Ad Space Cost	Production Cost (includes 20 overage)	Total Cost
4 Weeks	100	\$2,000.00	\$690.00	\$2,690.00
4 Weeks	150	\$3,000.00	\$850.00	\$3,850.00
4 Weeks	200	\$4,000.00	\$1,100.00	\$5,100.00
4 Weeks	250	\$5,000.00	\$1,215.00	\$6,215.00
4 Weeks	300	\$6,000.00	\$1,440.00	\$7,440.00
4 Weeks	400	\$8,000.00	\$1,890.00	\$9,890.00
8 Weeks	100	\$4,000.00	\$69.00	\$4,069.00
8 Weeks	200	\$8,000.00	\$1,100.00	\$9,100.00
8 Weeks	300	\$12,000.00	\$1,440.00	\$13,440.00
8 Weeks	400	\$16,000.00	\$1,890.00	\$17,890.00
12 Weeks	100	\$6,000.00	\$690.00	\$6,690.00
12 Weeks	150	\$9,000.00	\$850.00	\$9,850.00
12 Weeks	200	\$12,000.00	\$1,100.00	\$13,100.00
24 Weeks (6 Months) 201	100	\$12,000.00	\$690.00	\$12,690.00
24 Weeks (6 Months) 402	200	\$24,000.00	\$1,100.00	\$25,100.00
48 Weeks (12 Months)	275	\$66,000.00	\$1,327.50	\$67,327.50



CTA Northwestern University- NUCATS Exterior Ad Rates

CTA Exterior Bus Pricing - 4 Weeks*					
Media	# Of Ads	Ad Space Cost	# of Overage	Production Cost	Total Cost
Bus King	20	\$8,800.00	26	\$960.00	\$9,760.00
Bus Queen	20	\$7,900.00	26	\$672.00	\$8,572.00
Bus Tail	20	\$5,800.00	26	\$648.00	\$6,448.00
King + Headliner	20	\$12,600.00	18	\$2,112.00	\$14,712.00
Queen + Headliner	20	\$11,900.00	18	\$1,824.00	\$13,724.00