



CTA Northwestern University Interior Ad Rates

Run Length	# Of Ads	Ad Space Cost	Production Cost (includes 20 overage)	Total Cost
4 Weeks	100	\$2,000.00	\$510.00	\$2,510.00
4 Weeks	150	\$3,000.00	\$722.50	\$3,722.50
4 Weeks	200	\$4,000.00	\$825.00	\$4,825.00
4 Weeks	250	\$5,000.00	\$1,012.50	\$6,012.50
4 Weeks	300	\$6,000.00	\$1,200.00	\$7,200.00
4 Weeks	400	\$8,000.00	\$1,575.00	\$9,575.00
8 Weeks	100	\$4,000.00	\$510.00	\$4,510.00
8 Weeks	200	\$8,000.00	\$825.00	\$8,825.00
8 Weeks	300	\$12,000.00	\$1,200.00	\$13,200.00
8 Weeks	400	\$16,000.00	\$1,575.00	\$17,575.00
12 Weeks	100	\$6,000.00	\$510.00	\$6,510.00
12 Weeks	150	\$9,000.00	\$722.50	\$9,722.50
12 Weeks	200	\$12,000.00	\$825.00	\$12,825.00
24 Weeks (6 Months)	201	\$24,120.00	\$828.75	\$24,948.75
24 Weeks (6 Months)	402	\$48,240.00	\$1,582.50	\$49,822.50
48 Weeks (12 Months)	275	\$66,000.00	\$1,106.25	\$67,106.25



CTA Northwestern University 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	\$839.80	\$9,639.80
Bus Queen	20	\$7,900.00	26	\$627.90	\$8,527.90
Bus Tail	20	\$5,800.00	26	\$409.50	\$6,209.50
King + Headliner	15	\$9,450.00	18	\$1,297.98	\$10,747.98
Queen + Headliner	15	\$8,925.00	18	\$1,176.48	\$10,101.48

*Prices reflect a campaign for 4 weeks and suggested minimal Ad quantity. Custom quotes are available upon request.