



## 2010-2011 **Media Kit** **Tram Advertising**

- I. About USC Transportation
- II. Campus Demographics
- III. Tram Services Overview
- IV. Tram Samples & Art Specs
- V. Map of Coverage
- VI. Tram Routes & Ridership
- VII. Rates
- VIII. Start Advertising!

**620 West 35th Street (PSX)**  
**Los Angeles, CA 90089**  
**Customer Service: 213-740-3575**

<http://transnet.usc.edu/>



USC Transportation is committed to **creating the best USC experience** for all students, faculty, staff and campus guests. We offer a wide variety of transportation options to make the journey to USC and around campus safe, easy and fun.

Our services include convenient parking locations, green trams and campus cruisers, discounts with USC Transportation partners, and subsidized public transportation options

**PARKING PERMITS**  
**CAMPUS TRAMS**  
**CAMPUS CRUISERS**  
**PARTNERSHIPS + DISCOUNTS**  
**ZIPCAR + ZIMRIDE**  
**GREEN INITIATIVES**  
**CARPOOL**  
**VANPOOL**  
**MASS TRANSIT SUBSIDIES**

USC Tram Advertising gives you the perfect opportunity to advertise directly to your target market segmentation. Our demographic primarily consists of Students, Faculty and Staff.

**USC Demographics**

- 33,600 Total Students
- 16,400 Undergraduates
- 17,200 Graduate + Professional Students
- 4,600 Faculty Members

**Undergraduates (Ages 18-25)**

Men / Women	50/50%
From CA	52%
Out-of-state	37%
International	11%
Native American /Pacific Islander	1%
Asian American	24%
Black/African American	5%
Hispanic / Latino	13%
Caucasian	44%



The USC Tram system makes transportation at USC easy and convenient. With over 50 tram stops around campus, the tram is great way to get around.

**Breaking the Boundaries**

In addition to our many stops around the main campus we also offer tram services to the USC Health Sciences Campus, Union Station, the Downtown Executive Health Center / Bunker Hill, Marina Del Rey, and a new stop at LA LIVE in Downtown LA.

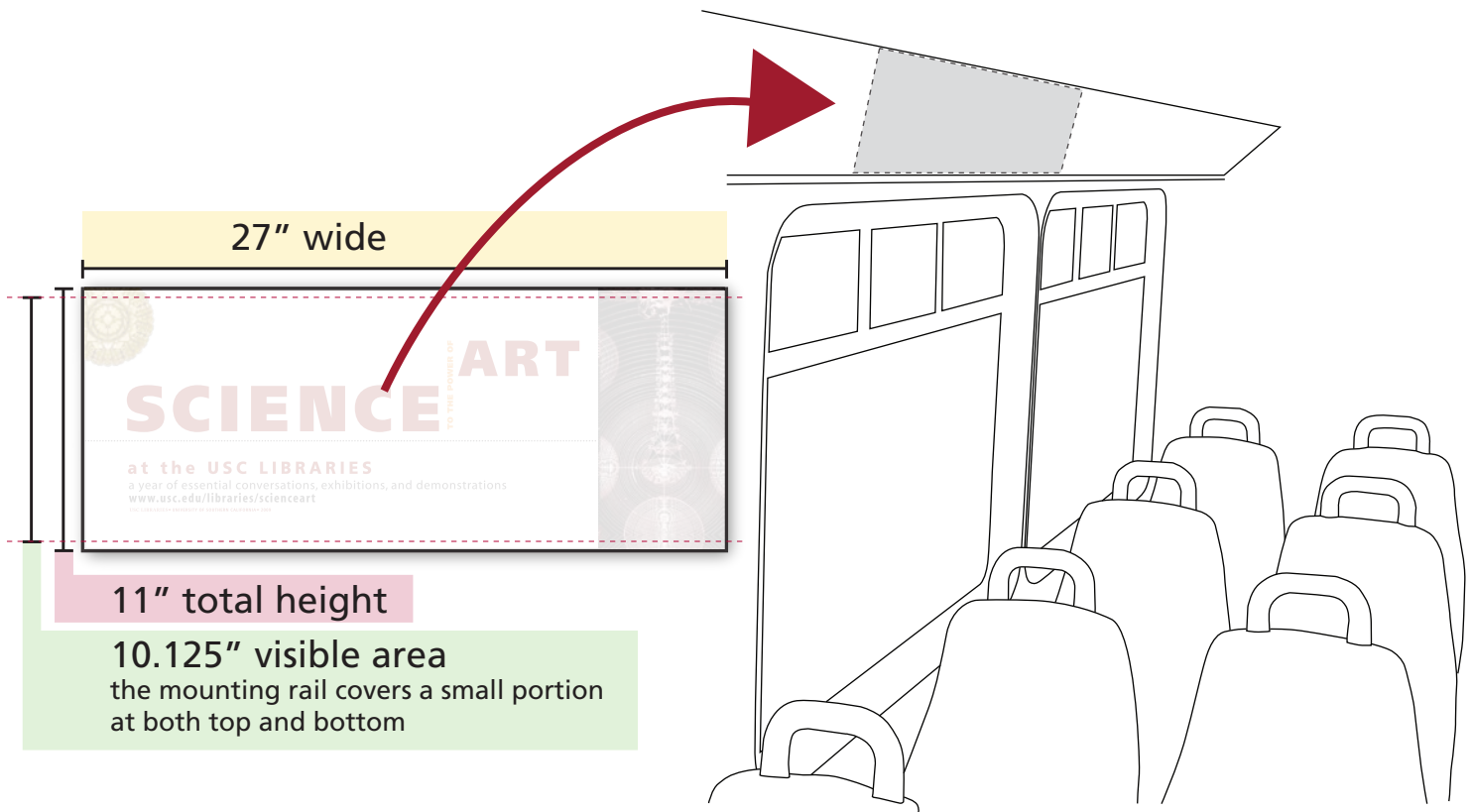
**Campus Safety**

USC Transportation also ensures students a safe ride home in the evenings. Every day we offer Late Night Routes that stop at Fraternity Row, 29th Street Café, the 901 Bar and many other frequent late night hot spots.

**Green Trams**

USC Transportation recognizes the importance of meeting the transportation needs of the campus without compromising the health of our students, employees, or the environment. Our entire fleet (24 vehicles) of USC Trams has been converted to B20 biodiesel fuel. We have also added 11 Propane and 1 Compressed Natural Gas (CNG) fueled trams.



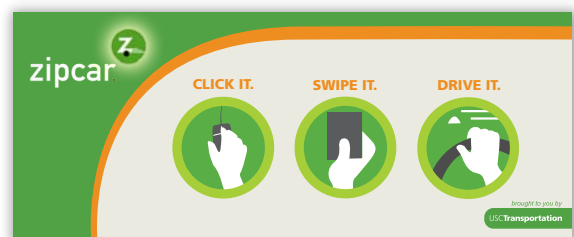


sample ads below

- Final Trim Size: 27"(W) x 11"(H)
- Bleed Size: 27.5" x 11.5"
- Live Area (visible area) 27" x 10.125"
- Artwork must be submitted at full size
- File must be at least 150 dpi at final size
- 300 dpi at final size is preferred
- Embed all images
- Outline all fonts
- Acrobat PDF files are preferred

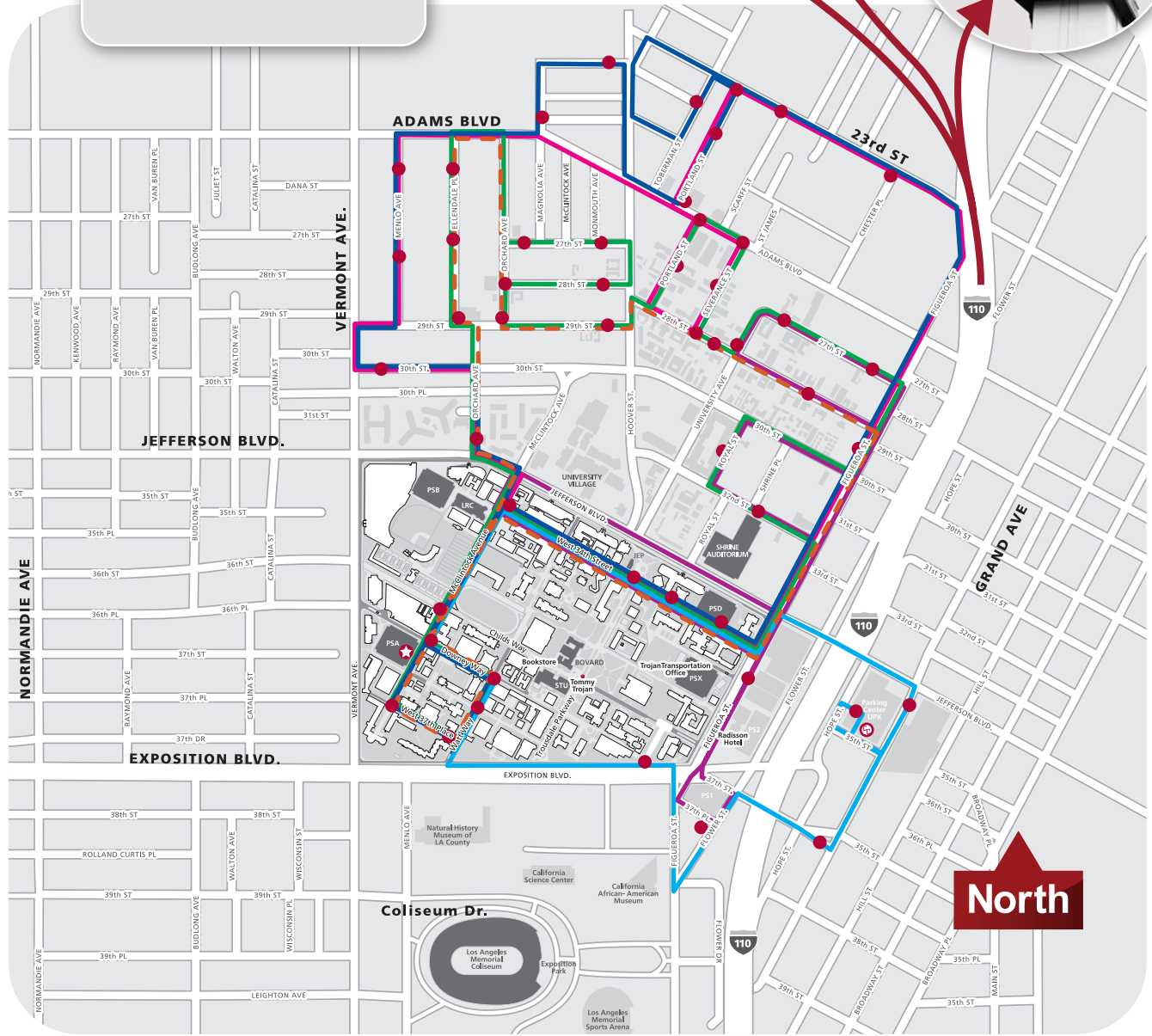
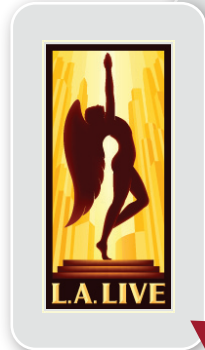
If you are unable to provide your own artwork, The USC Auxiliary Services Design Studio can design custom ads for you, with a turn around time of 2 weeks after final content is provided. If you are interested in having the USC Auxiliary Services Design Studio create an ad for you and want an estimate, please email your request to: [info@designstudio.usc.edu](mailto:info@designstudio.usc.edu) and they will gladly help you reach your target audience.

**Artwork Specifications for your AD**



- ROUTE A
- ROUTE B
- ROUTE C
- - - ROUTE D
- PARKING CENTER

**↑ ROUTES TO/FROM:  
LA LIVE  
UNION STATION  
& HSC CAMPUS**



**Tram AD Routes & Ridership**

**UPC-HSC [ 2 Trams ]**

UPC to Health Sciences Campus  
**Grad + Undergrad**  
**International Students**  
**HSC Medical Students**

**Route A, B, C, D [ 7 Trams ]**

University Park Campus and Student Housing North Campus up to 23rd Street  
**Grad + Undergrad**  
**International Students**

**HSC-Union Station [ 2 Trams ]**

Health Sciences Campus to Union Station, downtown LA  
**Grad + Undergrad**  
**International Students**  
**HSC Medical Students**  
**Faculty**  
**Staff**

**Parking Center [ 3 Trams ]**

UPC Campus to the Parking Center  
**Grad + Undergrad**  
**International Students**  
**Faculty**  
**Staff**

**UPC-Union Station [ 8 Trams ]**

University Park Campus to Union Station, downtown LA  
**Grad + Undergrad**  
**International Students**  
**Faculty**  
**Staff**

**USC-LA Live [ 3 Trams ]**

UPC Campus LA Live Downtown LA  
**Grad + Undergrad**  
**International Students**  
**Faculty**  
**Staff**  
**USC Guests**

**Many riders are regular riders producing a strong repetition of exposure to the advertisements.**

Approximately 34,000 riders monthly will view your advertisements.

Advertisements on buses create a great "Captive Audience" for anywhere from 5 to 30 minutes.

This gives you a great opportunity to advertise directly to your target market segmentation. Our demographic is primarily Students (ages 18-25), Faculty, and Staff.

**Interior Bus Advertising for Maximum Visibility**

**HSC Routes [ 3 Trams ]**

HSC routes stop at Alhambra, Bunker Hill and transportation for USC Hospitals – Patient Shuttle, Circuit Tram  
**Grad + Undergrad**  
**International Students**  
**Faculty**  
**Staff**

For more info:  
[busads@auxiliaries.usc.edu](mailto:busads@auxiliaries.usc.edu)

**Rates for Advertising Space**

Payment is DUE UPON ORDER

**GENERAL PRICING**

# of Ads	Per Month*	Per Semester*
5 ads	\$ 100	\$ 350
10 ads	\$ 160	\$ 420
15+ ads	\$ 200	\$ 500

**STUDENT GROUP AND NON-PROFIT PRICING**

# of Ads	Per Month*	Per Semester*
5 ads	\$ 50	\$ 175
10 ads	\$ 80	\$ 210
15+ ads	\$ 100	\$ 250

\*USC Design Studio Fee not included – If Applicable  
 \*\$25 per ad printing fee not included in above pricing  
 \*5 Tram Ad minimum

All rates are based on single full-color ads that is sized at 27”W x 11”H each.

All full color ads are printed using high quality methods and materials that are guaranteed to capture attention.

Please allow for a 1 month lead time for each ad so that we can guarantee your ad will be up for an effective time period.

**Interior Bus Advertising for Maximum Visibility**

## Interested in Advertising?

Contact USC Transportation to start advertising today!

Email us at [busads@auxiliaries.usc.edu](mailto:busads@auxiliaries.usc.edu) with the following information and representative will contact you within 24 hours:

Your Name:

Department (USC Only)/ Company:

Email:

Phone:

What you're Advertising:

Additional Information:

*Please also consider the following questions:*

- **Who is your target audience?**  
Do you want mainly students? Faculty / Staff? Are you targeting the people at the Main UPC Campus or at the HSC Campus?
- **How much is your budget?**  
We understand that budget is one of the biggest deciding factors for your tram advertising. Our Tram Ad rates bring you the most value for your money – allowing you to reach over 60,000 people for a small cost.
- **How long do you want the ads to run for?**  
Our ads run monthly, by semester or yearly. You pay for time to use the ad space on our trams. Switch out the ads as many times as you'd like and pay just for the additional printing costs.  
(Ex. Pay for 1 year and switch out the ads every semester – Fall, Spring, Summer)
- **Do you need help creating the artwork?**  
Have a vision but don't know how to create it? The USC Design Studio can help you! Contact them at [graphicdesign@auxiliaries.usc.edu](mailto:graphicdesign@auxiliaries.usc.edu)



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