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%

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native American /Pacific Islander</td>
<td>1%</td>
</tr>
<tr>
<td>Asian American</td>
<td>24%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>13%</td>
</tr>
<tr>
<td>Caucasian</td>
<td>44%</td>
</tr>
</tbody>
</table>
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.
Artwork Specifications for your AD

- 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 and they will gladly help you reach your target audience.

sample ads below
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

**For more info:**

*busads@auxiliaries.usc.edu*

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## Tram AD Routes & Ridership

<table>
<thead>
<tr>
<th>Route</th>
<th>Campus/Location</th>
<th>Grad + Undergrad</th>
<th>International Students</th>
<th>HSC Medical Students</th>
<th>Faculty</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UPC-HSC [2 Trams]</strong></td>
<td>UPC to Health Sciences Campus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HSC-Union Station [2 Trams]</strong></td>
<td>Health Sciences Campus to Union Station, downtown LA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>UPC-Union Station [8 Trams]</strong></td>
<td>University Park Campus to Union Station, downtown LA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Route A, B, C, D [7 Trams]</strong></td>
<td>University Park Campus and Student Housing North Campus up to 23rd Street</td>
<td>Grad + Undergrad</td>
<td>International Students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Parking Center [3 Trams]</strong></td>
<td>UPC Campus to the Parking Center</td>
<td>Grad + Undergrad</td>
<td>International Students</td>
<td>Faculty</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>USC-LA Live [3 Trams]</strong></td>
<td>UPC Campus LA Live Downtown LA</td>
<td>Grad + Undergrad</td>
<td>International Students</td>
<td>Faculty, Staff</td>
<td>USC Guests</td>
<td></td>
</tr>
<tr>
<td><strong>HSC Routes [3 Trams]</strong></td>
<td>HSC routes stop at Alhambra, Bunker Hill and transportation for USC Hospitals – Patient Shuttle, Circuit Tram</td>
<td>Grad + Undergrad</td>
<td>International Students</td>
<td>Faculty</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*VI.*
## Rates for Advertising Space

Payment is DUE UPON ORDER

### GENERAL PRICING

<table>
<thead>
<tr>
<th># of Ads</th>
<th>Per Month*</th>
<th>Per Semester*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ads</td>
<td>$100</td>
<td>$350</td>
</tr>
<tr>
<td>10 ads</td>
<td>$160</td>
<td>$420</td>
</tr>
<tr>
<td>15+ ads</td>
<td>$200</td>
<td>$500</td>
</tr>
</tbody>
</table>

### STUDENT GROUP AND NON-PROFIT PRICING

<table>
<thead>
<tr>
<th># of Ads</th>
<th>Per Month*</th>
<th>Per Semester*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ads</td>
<td>$50</td>
<td>$175</td>
</tr>
<tr>
<td>10 ads</td>
<td>$80</td>
<td>$210</td>
</tr>
<tr>
<td>15+ ads</td>
<td>$100</td>
<td>$250</td>
</tr>
</tbody>
</table>

*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.
Interested in Advertising?

Contact USC Transportation to start advertising today!

Email us at 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