## 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)
☐ Chartstring(s) you want the charges billed to
☐ 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**



1
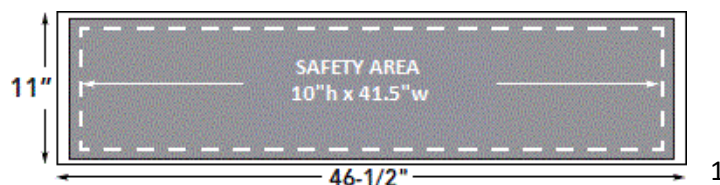
# Fees & Billing

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

There are two costs associated with CTA ad placement – charges for our team's time and the vendor costs.

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 options and pricing for **Interior ad** campaigns.

**Costs**

| Run Length | # of Ads units | Total Cost (includes 20 overage) |
|---|---|---|
| 4 Weeks | 100 | $3,190 |
| 4 Weeks | 150 | $4,785 |
| 4 Weeks | 200 | $6,080 |
| 4 Weeks | 250 | $7,600 |
| 4 Weeks | 300 | $9,120 |
| 4 Weeks | 400 | $12,160 |
| 8 Weeks | 100 | $5,690 |
| 8 Weeks | 200 | $11,080 |
| 8 Weeks | 300 | $16,620 |
| 8 Weeks | 400 | $22,160 |
| 12 Weeks | 100 | $8,190 |

\* More pricing options are list in NUCATS Resource Directory

## What is the NUCATS service fee for placing CTA ads?

CTA ad placements are charged at a flat fee of $200. We offer ad templates, pictures, editorial and branding feedback at no charge.

**NUCATS flat fee rate:**

This covers our work time to ensuring the ad meets vendor requirements, determining availability, ordering the campaign, communicating with study teams and the vendor on printing and posting proofs, and processing payment for the order.

## What is the discounted rate?

We are currently at the lowest advertisement rate. This a 50% off discount and a 30% discount off exterior advertisement rate cards.

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### What will be billed to my study billed?

There are two charges that will hit your chartstring from your ad purchase of 4 weeks – one for the CCR charge and one for vendor's charges. If you have a longer ad campaign, you will be charged partial monthly payments from the vendor for the length of the ad campaign. For example, a 12-week ad campaign will be split into three vendor payments and one CCR charge. CCR processes the vendor's invoices at the beginning of each month, resulting in charges posting to the study chartstring approximately 2 weeks later.

The CCR charge is processed and managed using Northwestern's NUCore recharge management application. The administrator and PI associated with the chart string will receive email notifications of these charges. Any disputes can be made through the NUCore system. If disputes are not filed within 7 days of the order, the chart string will be billed for the applicable CCR charges. All fees will be debited against the Northwestern University study specific chartstring unless the research team provides an alternate chartstring. Fees will be debited to account code 75340.

## 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, 200 ads interior. You can split 1-2 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 Holiday's 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?**

Ridership reports are displayed ~4 months behind the current date. Review available reports.

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