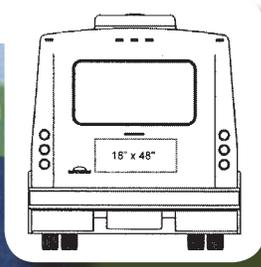


HOP ON THE BUSES



PLACEMENT/RATES

Tail Panel* • 46.5" x 16.5"

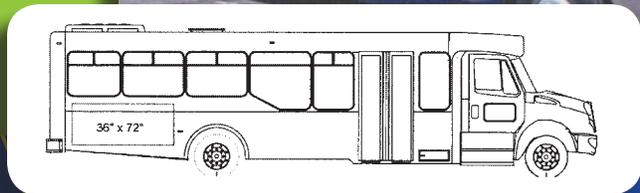
6 Available. Trim size 46.5" x 16.5"; image area 44.5" x 14.5"

1 Month	\$546	6 Month	\$458
3 Month	\$492	12 Month	\$424

Curb Side* • 70.5" x 34.5"

6 Available. Trim size 70.5" x 34.5"; image area 68.5" x 32.5"
Bus #33 Trim size 70.25" x 34.75", image area 68.25" x 32.75"

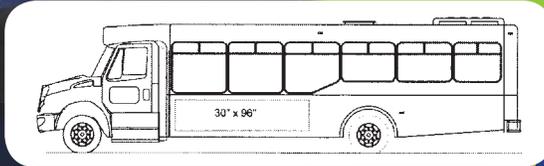
1 Month	\$358
3 Month	\$322
6 Month	\$300
12 Month	\$280



Street Side* • 94.5" x 28.5"

6 Available. Trim size is 94.5" x 28.5"; image area 92.5" x 26.5"

1 Month	\$358	6 Month	\$300
3 Month	\$322	12 Month	\$280



* Rates are per month, per bus.
Purchase signage for more than one bus in the same month and receive a 5% discount.

Car Cards • 17" x 11"

(Includes signage in each of the 6 buses)

Trim size is 17" x 11", image area 16.5" x 10.625"

\$95 per month



Available sign vendors:
Granite Construction
Supply & Sign Shop,
Vital Signs, Sign Pro, Fast Signs

Limited space available.

Prices do not include design or production. The Nevada Appeal can provide design services for you. Contact your Nevada Appeal sales representative today for more information in regards to this exciting opportunity to promote your business even more visibly in the community.



BUS SHELTERS

41" x 58"

Limited number available, ask your account manager for details.

6 Month \$350
12 Month \$300



JAC RIDERSHIP

SERVICE	MONTH												TOTAL
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Route 1	4,688	5,018	4,553	4,558	4,210	4,078	4,577	3,919	4,440	4,549	4,321	4,416	53,327
Route 2A	3,109	4,212	3,763	4,060	3,520	3,111	3,570	3,143	3,586	3,838	3,569	3,154	42,635
Route 2B	3,159	3,690	3,457	3,531	3,220	2,732	3,197	2,833	3,218	3,452	3,209	3,009	38,707
Route 3	4,191	4,715	4,069	4,243	4,173	3,819	3,833	3,447	3,803	4,080	4,017	3,876	48,266
Total	15,147	17,635	15,842	16,392	15,123	13,740	15,177	13,342	15,047	15,919	15,116	14,455	182,935
Paratransit	1,403	1,474	1,406	1,625	1,427	1,406	1,436	1,418	1,431	1,593	1,492	1,446	17,557
Senior only	N/A	7,093	6,412	6,647	6,225	5,550	6,119	5,310	5,882	6,262	6,082	6,129	67,711

JAC Ridership statistics are based on data acquired from July 2013 through June 2014.

Traffic counts are based on average unique views from each location on a daily basis.

TRAFFIC COUNTS

Roadway	Location	AADT	Roadway	Location	AADT
US 395/Carson St	0.2 mi N of US-50 S	52,307	Clear Creek Rd	0.25 mi W of US-395	7,119
Carson St	250 ft N of Broadleaf Ln	16,818	Silver Sage Dr	420 ft N of Koontz Ln	6,192
College Pkwy	0.2 mi W of Goni Rd	16,024	Winnie Ln	130 ft W of Carson St	6,132
College Pkwy	310 ft E of Emerson Dr	14,619	Hot Springs Rd	0.1 mi N of US-395/Carson St	5,988
Fairview Dr	200 ft E of California St	13,578	Koontz Ln	300 ft W of Silver Sage Dr	5,755
College Pkwy	275 ft W of Lompa Ln	12,908	Winnie Ln	140 ft W of Lone Mountain Dr	5,750
Stewart St	320 ft S of E Fifth St	11,976	Airport Rd	200 ft S of US-50	5,734
Roop St	550 ft S of Winnie Ln	9,411	Clearview Dr	200 ft W of Silver Sage Dr	5,539
Roop St	0.1 mi S of College Pkwy	9,083	Fifth St	500 ft E of Carson St	5,493

Total 210,426