



# SUPERCAB MOBILE ADVERTISING

## THE MARKET

### BOWLING GREEN

- Population in 2014: 30,028
- Pop. Change since 2000: +5.9%
- Est. Household Income: \$32,471
- Average Age: 23.2 Years
- Unemployment: 6.7%
- Average Rent: \$624

### BGSU

- Total Campus Population: 18,395
- Undergraduate Students: 14,169
- Graduate Students: 1,626
- Faculty & Staff: 2,600
- 48% Male 52% Female
- 42% of students do not drive
- 64% of students are employed
- 56% of BGSU students are at least 21 years old

## CUSTOMER BASE

- 60% STUDENTS/BGSU AFFILIATES
- 40% WORKING CLASS CITIZENS

## MONTHLY VOLUME - BY PASSENGER

- SPRING: 5500-6000
- FALL: 5500-6000
- SUMMER: 3500-4000
- WINTER: 6500-7000

## OUR OFFER

WE OFFER A LARGE FLEET OF 10 VEHICLES, WITH A WIDE RANGE OF VIEWERS. OUR "IN YOUR FACE" AD CAMPAIGNS OFFER DIRECT TO CUSTOMER MARKETING THROUGH LOW COST, EFFECTIVE ADVERTISING.

ALL OF OUR ADVERTISING REVENUE IS SPENT LOCALLY, PROMOTING OUR BUSINESS. AS OUR BUSINESS CONTINUES TO GROW, SO WILL OUR ADVERTISING REACH.

**Brian Cultice**  
*Sales/Development*  
 419-635-5243  
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### 15 SECOND AD SPOT: \$200

3 MONTHS ON MAIN ROTATION

### 30 SECOND AD SPOT: \$300

3 MONTHS ON MAIN ROTATION

### DEVELOPMENT FEE: \$50

1 TIME FEE IF WE DESIGN YOUR AD.  
 PROFESSIONALLY DESIGNED BY A  
 BGSU GRADUATE

### ALL PACKAGES INCLUDE:

#### SUPERCAB.COM

Every business package will include a listing on SUPERCAB.COM

#### QR CODES

Advertisers are welcome to include a QR Code link to existing specials