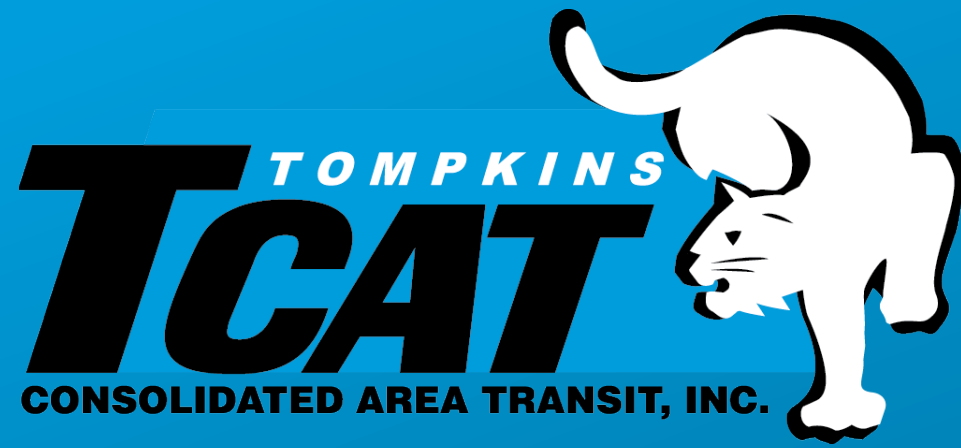




Ithaca, NY



Market Overview

TCAT
City of Ithaca
Tompkins County



Advertise in Ithaca, NY

Tompkins County, is in the Finger Lakes region of New York and known for its beautiful waterfalls, gorges and lakes, the county also offers over 28,000 acres of public forestland for hiking, mountain biking and outdoor recreation. Tompkins County has a population of 102,879. The largest City in Tompkins county is Ithaca, NY with a population of 31,792. Ithaca is known as a college town and is home to Cornell University, Ithaca College, and Tompkins Cortland Community College. Combined each year colleges bring in over 30,000 students each fall.

TCAT transit system services The City of Ithaca, Tompkins County, and Cornell University. TCAT's 2024 ridership was over 2.85 million passengers.

Transit Products Available

FULL WRAP
KING KONG (USK)
KONG
FULL BACK

KING
QUEEN
TAIL
HEADLINER
MICHELANGELO
INTERIOR CARDS

TRANSIT SHELTERS
INTERIOR
EXTERIOR

MARKET PROFILE



102K

Population of Tompkins
County

60

Buses in the Fleet

60

Transit Shelters

27.6

Minutes consumers spend on average
commuting and being exposed to
outdoor transit advertising

MOST FREQUENT STOPS

Shopping Centers

Aldi, Barnes & Noble, Cayuga Mall, Big Lots, Sumo Restaurant, True Value Hardware, Creekside Plaza, Chili's Bar and Grill, Cost Cutters, HomeGoods, Dick's Sporting Goods, Verizon, Visionworks, The Commons/Downtown Ithaca, Hickey's Music Center, Home Depot, Kohl's, Lowe's, P & C Fresh, PetSmart, Salvation Army, Staples, The Shops at Ithaca Mall, Target, T. J. Maxx, Tops-Lansing, Trader Joe's, Triphammer Marketplace, WalMart, Wegman's

Ithaca Farmers Markets

Steamboat Landing, Tuesday Downtown Market, DeWitt Park (until Sept 19), Wednesday East Hill Market, Winter market, Triphammer Mall

Science & Learning

History Center, Lab of Ornithology, Museum of the Earth, Tompkins County Public Library, Sciencenter, Movie Theaters, Cinemapolis, Cornell Cinema

Colleges and Universities

Cornell: North Campus, West Campus, Central Campus (East Ave), Central Campus (Tower Rd), Ithaca College, TC3

Other Destinations

Collegetown, Community School of Music and Art, Cooperative Extension, DMV East Hill Plaza, Island Health & Fitness, Ithaca Beer Company, Johnson Museum, Post Office: Downtown, Post Office: Warren Road, Six Mile Creek Vineyard, SPCA, YMCA

Apartments

Cornell, Lakeland, Westview Apts, Hasbrouck Apartments, East Ithaca Apts, Fairview Maplewood Apts, Gun Hill, Ravenwood, West Hill, Linderman Creek & Conifer Village West Hill / Hospital, Candlewyck Apts, Cayuga Meadows, Overlook, Fall Haven Apts, Lansing West Apts, Gaslight Village, Uptown Village, University Park, Warrenwood, Northwoods

Travel

Ithaca Tompkins International Airport

MARKET PROFILE



Employment
Employment Rate

56.9%



Business and Economy
Total Employees

52,071



Income
Median Household Income

\$67,747



Housing
Total Housing Units

46,884



Education
Bachelor's Degree or Higher

60.6%



Population
Total Population

102,879



Health
Without Health Care Coverage

5.7%



Race and Ethnicity
Black or African American

4.7%

Asian
10.1%

Hispanic or Latino
6.5%

White Alone
80.7%

ITHACA, NY BUS ADVERTISING (TCAT)

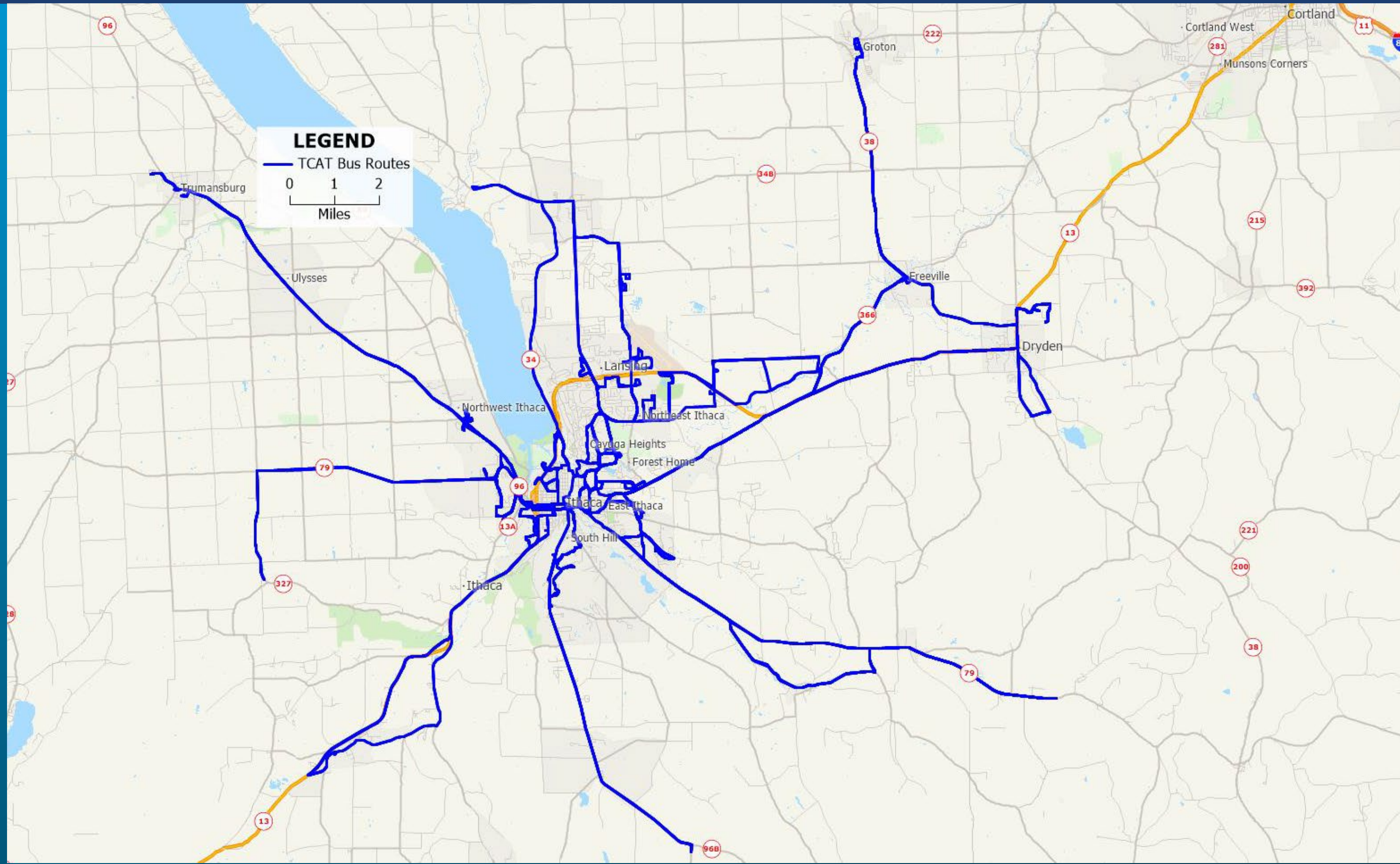


Tompkins Consolidated Area Transit (TCAT) transit provide service to City of Ithaca, Tompkins County, and Cornell University on 60 transit buses. TCAT has 25 urban, campus, and rural bus routes that service to both county and out-of-county riders heading to Cornell University, Ithaca College, Tompkins Cortland Community College, as well as to many retail, entertainment, commercial, residential and professional centers. In 2024, the system had a ridership of 2,488,000, or about 8,000 per weekday as of the first quarter of 2025.

- FULL WRAP
- KING KONG(USK)
- KONG
- FULL BACK

- KING
- QUEEN
- TAIL
- HEADLINER
- MICHELANGELO
- INTERIOR CARDS

SYSTEM MAP - ITHACA, NY (TCAT)



Signature Bus Transit Ads (TCAT)



FULL WRAP



KING KONG

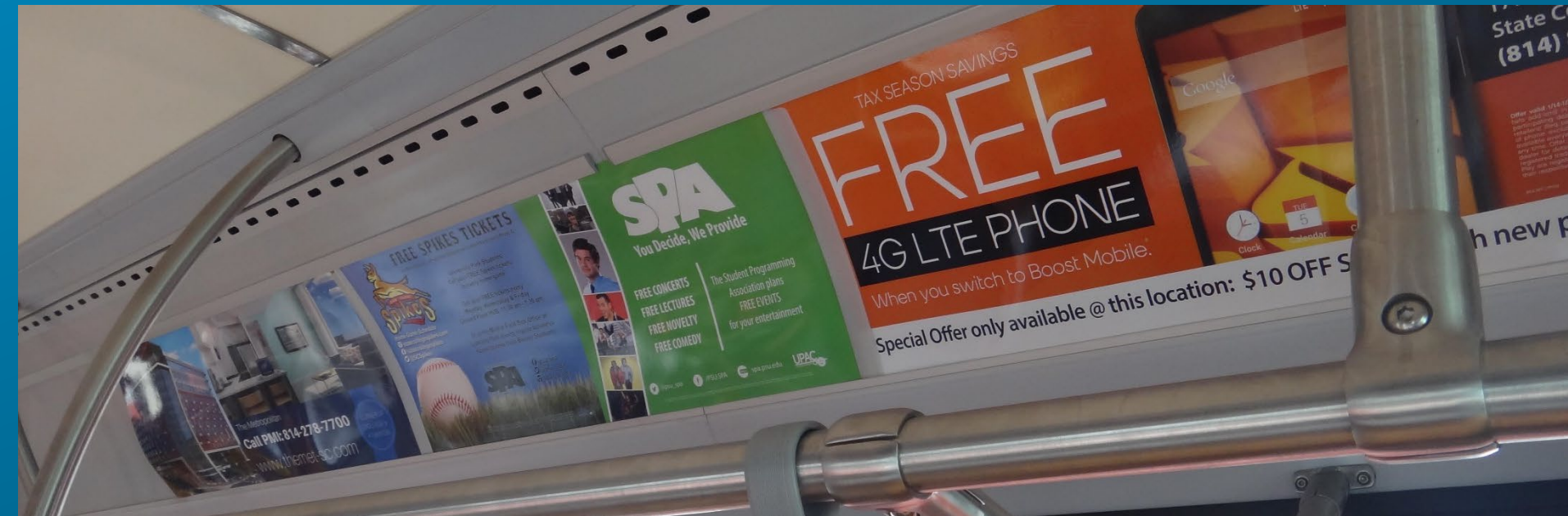


KONG

Traditional Bus Transit (TCAT)



KING



INTERIOR CARD



QUEEN

Traditional Bus Transit (TCAT)

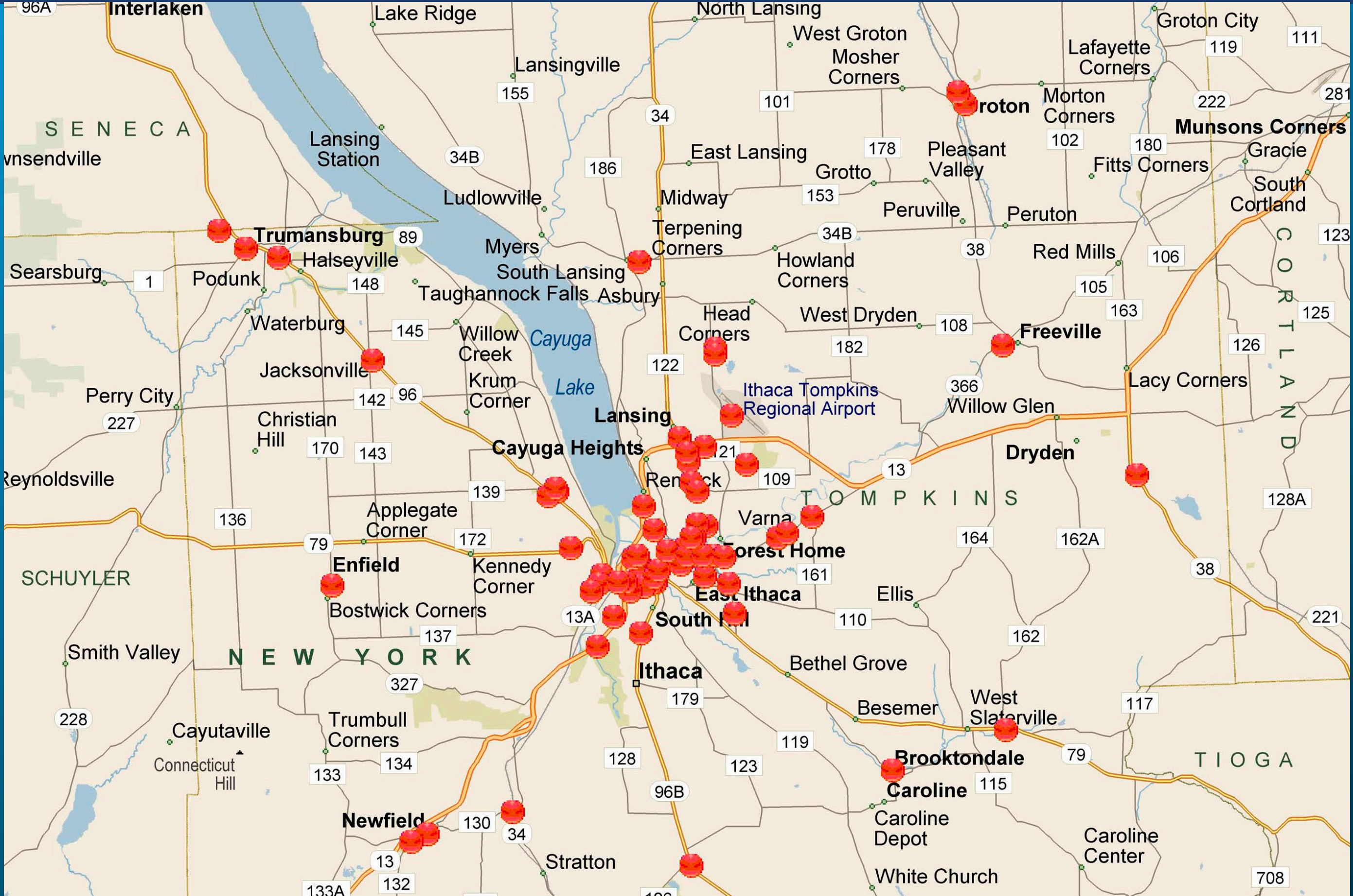


TAIL



FULL BACK

TRANSIT SHELTER MAP



Transit Shelters





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