








# Route 74

## 74 Weekday- Capitol Square /Middleton Transfer Point to Middleton Business Park

Comes From Route			University Ave. and Segoe Rd.		Market St. and Research Way	Fairway Pl. and Pleasant View Rd.		Becomes Route
	Main St. and Carroll St.	University Ave. and Park St.		UW Health Ct. and Middleton Transfer Point			UW Health Ct. and Middleton Transfer Point	
	1	2	3	4	5	6	4	
<b>AM Peak</b>								
70	6:21	6:30	6:37	6:50	6:55	7:00	7:07	72
G	6:49	6:58	7:05	7:18	7:23	7:28	7:35	72
71	7:19	7:28	7:35	7:48	7:53	7:58	8:05	72
71	7:49	7:58	8:05	8:18	8:23	8:28	8:35	72
<b>Mid-day</b>								
73	-:-	-:-	-:-	11:05	11:10	11:15	11:21	70
73	-:-	-:-	-:-	1:05	1:10	1:15	1:21	70
<b>PM Peak</b>								
72	-:-	-:-	-:-	3:48	3:52	3:57	4:03	71
72	-:-	-:-	-:-	4:18	4:22	4:27	4:33	71
73	-:-	-:-	-:-	4:48	4:52	4:57	5:03	71
72	-:-	-:-	-:-	5:18	5:22	5:27	5:33	19

## 74 Weekday- Middleton Transfer Point to Capitol Square

WEEKDAY

Comes From Route		University Ave. and Norman Way			Becomes Route
	UW Health Ct. and Middleton Transfer Point		Johnson St. and Charter St.	Main St. and Carroll St.	
	4	3	2	1	
<b>PM Peak</b>					
74	4:03	4:12	4:21	4:31	71
74	4:33	4:42	4:51	5:01	71
74	5:03	5:12	5:21	5:31	71
74	5:33	5:42	5:51	6:01	19

# 13,719,186 Riders. 72 Square Miles.

IF YOU ADVERTISE YOUR BUSINESS, TRANSIT IS POSSIBLY THE MOST EFFECTIVE WAY TO GET YOUR MESSAGE OUT TO THE GREATER MADISON AREA. THINK ABOUT IT & GIVE US A CALL.



Adams Outdoor Advertising

AMY NEWTON | 443.4295  
anewton@adamsoutdoor.com

