

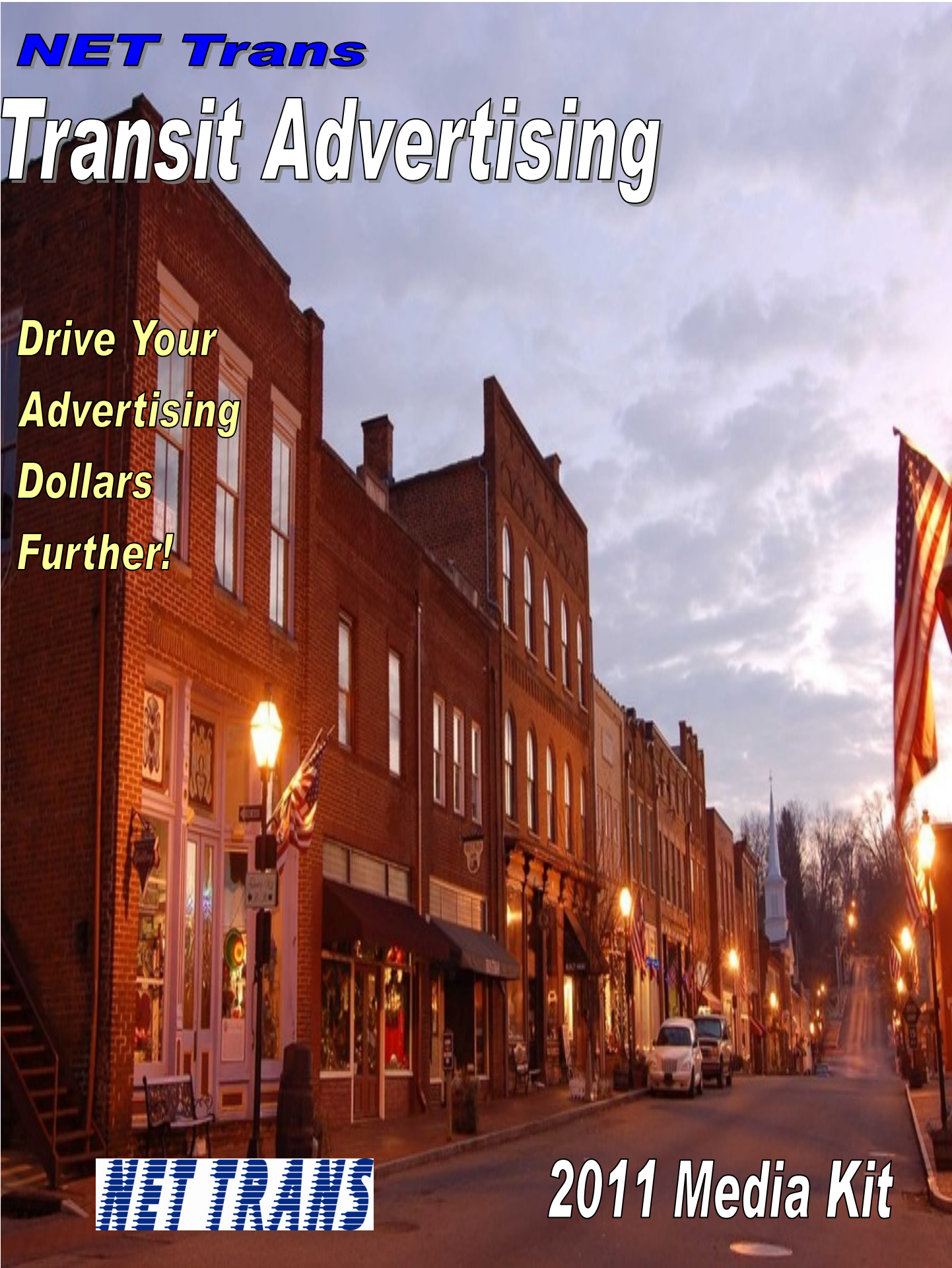
NET Trans

Transit Advertising

***Drive Your
Advertising
Dollars
Further!***



2011 Media Kit



**PART MOVING
BILLBOARD,
PART
CONVERSATION
PIECE**

**DRIVE YOUR
ADVERTISING
DOLLARS
FURTHER**

About NET Trans

NET Trans is Northeast Tennessee's rural public transit system. Net Trans is a part of the First Tennessee Human Resource Agency and is established as a not-for-profit.

NET Trans is available for anyone to ride and operates in the seven counties of Carter, Greene, Hawkins, Johnson, Sullivan, Unicoi and Washington.

NET Trans operates 70 vehicles consisting of cut-a-way buses, para-transit vans, minivans and cars.

The First TN Human Resource Agency's rural public transportation program, NET Trans, began operation in 1980 under Section 5311 of the Federal Transit Act of 1964 and the Tennessee Department of Transportation, Office of Public Transportation; along with local government contributions, contract and fare revenue. This program is for the provision of transportation services in non-urban areas.

Why Transit Advertising

Transit moves your message further. Transit advertising is a great value and has impact.

- Reaches more people for a longer period of time with less money.
- Touches every community in our region for optimal market reach
- Reaches more people without having to compete for air time or ad placement.
- Mobile ad messages have a 97% recall rate.
- Average commute to work in America is 25 minutes.
- Mobile ads generate 2.5 times more attention than a static billboard.
- 94% of Tennessee workers commuted to work in 2009.

Our transit fleet travels over 4,500,000 miles annually.

Our fleet is top quality, well maintained and appealing.





Van Left Side	3 Months	6 Months	12 Months
	\$135 each	\$125 each	\$110 each



Bus Left Side	3 Months	6 Months	12 Months
	\$265 each	\$255 each	\$235 each



Bus Rear	3 Months	6 Months	12 Months
	\$265 each	\$255 each	\$235 each



Small Side	3 Months	6 Months	12 Months
	\$125 each	\$115 each	\$105 each

2011 Ad Sizes and Rates

- Available in 3, 6, or 12 month contracts.
- Rates do NOT include design or production cost.
- The minimum contract term is three months.
- Choose your market area or the entire fleet.

Support Your Communities

With your advertising dollars, you support your community. Your advertising supports needed services delivered by First Tennessee Human Resource Agency throughout Northeast Tennessee.



Small Rear

3 Months	6 Months	12 Months
\$135 each	\$125 each	\$110 each

Production Information

Production for all advertisements is the responsibility of the advertiser. All advertising is subject to NET Trans' approval prior to production and may be declined if considered to be objectionable.

All materials for advertisements are to be short term material easily removed. The material is to be comparable to 3M Controltac, 3M Scotchcal, or Oracal vinyl. The material used on glass is to be see through and easily removed comparable to above materials.

For More Information

NET Trans
Marketing Department
2203 McKinley Rd, Suite 210
Johnson City, TN 37604

423-461-8233
1-800-528-7776



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