

# Transit Advertising

**DRIVE YOUR  
ADVERTISING DOLLARS  
FURTHER**

**Media Kit**

**NET TRANS**

423-979-6994  
423-461-8233

# About NET Trans

NET Trans is Northeast Tennessee's regional 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 provides transportation to citizens in eight counties including: Carter, Greene, Hancock, Hawkins, Johnson, Sullivan, Unicoi and Washington. We also provide service to urbanized areas outside city limits for Bristol, Kingsport, and Johnson City.

NET Trans operates 100 vehicles consisting of para-transit vans, minivans, and cars.

## Why Transit Advertising

Transit advertising is a great value and has an impact that will move your message further.

- 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.
- Mobile ads generate 2.5 times more attention than a static billboard.

Our transit fleet travels over 3,500,000 miles annually. Our fleet is top quality, well maintained and appealing, only the best to carry your advertisement!

**Part moving  
billboard, part  
conversation piece!**



# NET TRANS



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



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



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



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

- 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.

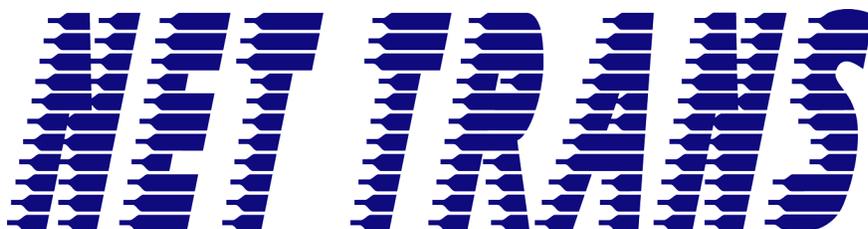
With your advertising dollars, you support your community. Your advertising supports needed services delivered by First Tennessee Human Resource Agency throughout Northeast Tennessee.

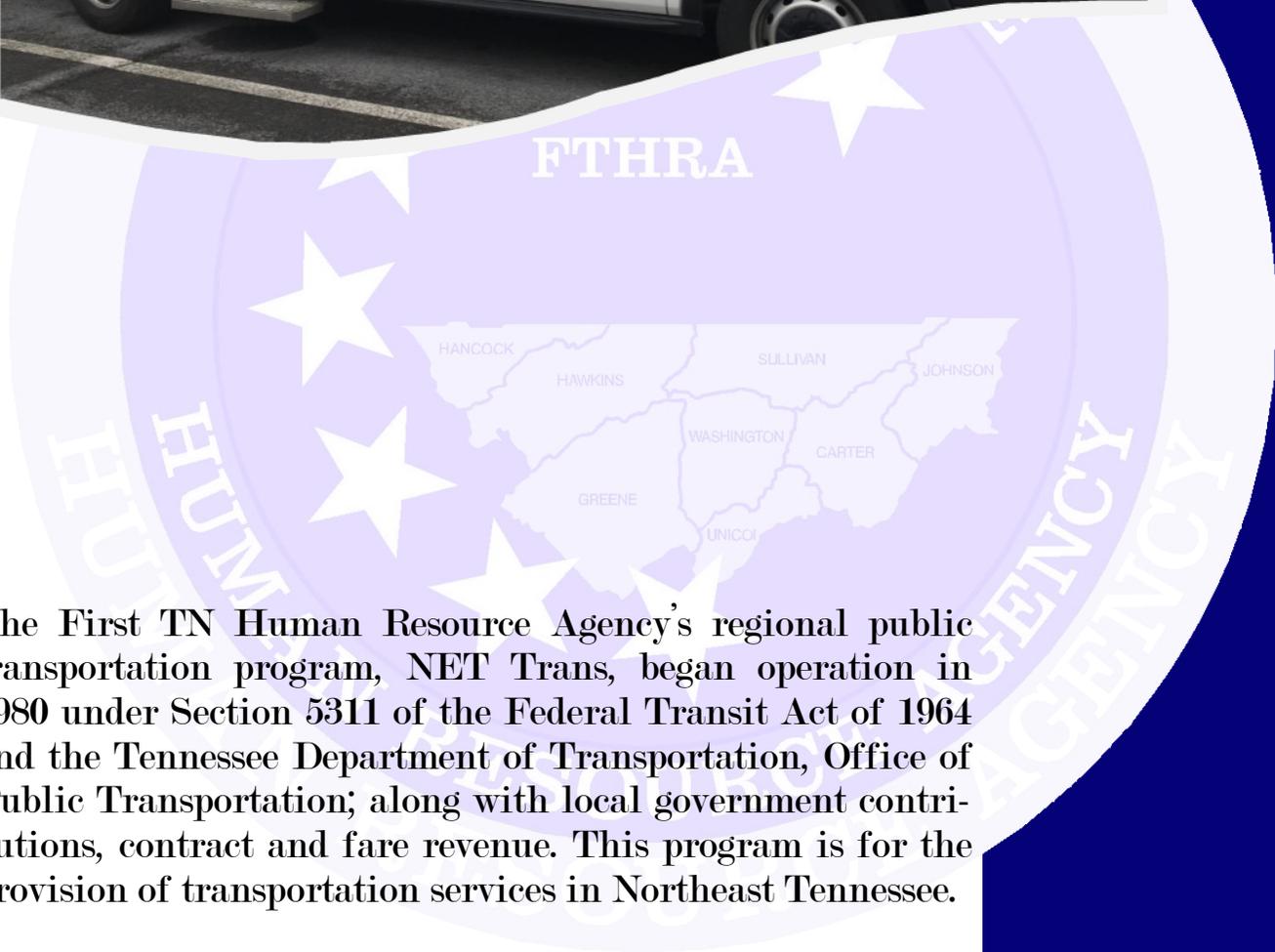
### Production Information

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.

It is not the intent by permitting advertising to provide a forum for all types of expressive ideas. The purpose is strictly the sale of commercial advertising space.

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.





The First TN Human Resource Agency's regional 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 Northeast Tennessee.



**NET Trans**  
**Marketing Department**  
**704 Rolling Hills Drive**  
**Johnson City, TN 37604**

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