

ETHRA TRANSPORTATION

ADVERTISING MEDIA KIT



"Helping you unlock the future of advertising"

9111 Cross Park Drive, Suite D-100
Knoxville, TN 37923
865 691 2551
www.ethra.org
July, 2025

About East Tennessee Human Resource Agency (ETHRA)

Since 1973, our mission is to help families and individuals remain independent with opportunities to succeed.

Real Services. Real Heart. Real Impact.

ETHRA is about real people. People from all corners of our communities and from all walks of life. People who need help and those who give it. People who care and share and give back to their community. People who work hand in hand with friends and neighbors.

Public Transit

Offering Transportation Services for The East Tennessee Region in Our District, covering 16 counties that include: Anderson, Blount, Campbell, Claiborne, Cocke, Hamblen, Jefferson, Knox, Loudon, Roane, Monroe, Morgan, Roane, Scott, and Sevier, and Union.

ETHRA Public Transportation operates over 100 vehicles that include para-transit vans, mini-vans and EV cars. ETHRA Public Transportation vehicles log over 5 million miles each year while providing over 219,000 units of service last year!

ETHRA Public Transit provides door to door transportation services with flexible schedules to meet the needs of its passengers.

ETHRA's Public Transit's goal is to provide affordable, safe, dependable public transportation.

WHY SHOULD YOU INVEST IN TRANSIT ADVERTISING?

ETHRA Public Transit advertising offers a gripping way to boost brand visibility and reach a broad audience, particularly in rural areas. It is a cost-effective strategy that provides high visibility, extensive geographic range, and lengthy exposure to potential customers, making it a valuable tool for businesses looking to increase brand awareness and drive engagement.

Transit Advertising is on the rise, here's why.....

1. High Visibility and Reach:

- Transit ads are strategically placed in high-traffic areas, ensuring your message is seen by a large and diverse audience daily.
- Unlike static billboards, transit advertising extends your brand's presence across entire cities as your ads travel through different neighborhoods.
- A single bus ad can generate thousands of impressions daily, significantly extending campaign reach.

2. Cost-Effectiveness:

- Transit advertising often has a low [Cost Per Mille \(CPM\)](#), meaning you can reach a large audience for a relatively low cost.

3. Increased Brand Awareness and Recognition:

- Transit ads are large, colorful, and unavoidable, making them highly effective at capturing attention and building brand recognition.
- They reach people of all ages, genders, and lifestyles, making them ideal for building broad awareness.

4. Long Exposure and Engagement:

- Transit ads offer longer exposure times compared to other forms of advertising, as people are often exposed to them for extended periods while commuting or waiting.
- Unlike digital ads that can be easily ignored, transit ads are constantly visible, making them hard to miss.

5. Reaching Diverse Audiences:

- Transit advertising can effectively reach a diverse audience, including commuters, pedestrians, and tourists.
- This broad reach allows businesses to connect with a wide range of potential customers in different locations.

6. Supporting Public Transportation:

- Transit advertising can also be a way to give back to the community by supporting public transportation services.
- Some transit authorities offer revenue-sharing programs with advertisers, which can help fund public transportation initiatives.

"Go where your potential customers go!"



ETHRA Public Transit advertising has great value and potential with positive impacts to reach your target market and beyond:

- **Mobile ads reach more people for a longer period of time with less money;**
- **More people see and retain your ad with minimum competition;**
- **Mobile ad messages have a 97% recall rate*^{*}; and,**
- **Mobile ads generate 2.5 times more attention than a roadside billboards or other forms of advertising*^{*}.**

^{*}<https://admobiletv.com/faq/>

^{*}<https://moviamedia.com/wp-content/uploads/attachments/The%20Numbers%20ADD%20UP%20on%20Mobile%20Billboards.pdf>

Let us DRIVE your business into the future! Advertise with ETHRA Public Transportation today!

Call Cynthia Plemens at: 865-691-2551, ext. 4156 or at 865-567-8237

Email: cplemens@ethra.org

www.ethra.org

ETHRA, the East Tennessee Human Resource Agency, primarily receives funding for its transportation programs through a combination of federal, state, and local sources, including grants and contracts. Specifically, ETHRA utilizes Section 5311 funding from the Federal Transit Administration (FTA) to provide on-demand transit services in 16 East Tennessee counties. This funding is allocated to the state of Tennessee by the FTA, and then distributed to agencies like ETHRA by the Tennessee Department of Transportation (TDOT). In addition to FTA funding, ETHRA also receives funding through agreements with TDOT and the FTA. ETHRA participates in coordinated transportation plans, which are often a requirement for accessing certain FTA funding programs. These plans help ensure that transportation services are efficiently delivered to those in need, including individuals with disabilities, senior citizens, and low-income individuals.

Public Transportation Advertising 2025 Rate Card

Passenger Side

Left side (passenger side)
2ND window-
32 1/2" W x 24"H
"emergency window" 2nd
from the rear of the bus
due to wheel- chair lift)
(10 + 2)

Left Side (passenger side)
2ND window- 32 1/2 W x
24"H (8 + 2)

Price

Per Month /per bus
3 Months
\$130 per month
6 Months
\$120 per month
12 Months
\$100 per month



Driver Side

Right side (driver side)
4TH window
34" w x 25"H (10 + 2)

Right Side (driver side)
4TH window 34" W X
34" H (8 + 2)

Price

Per Month /per bus
3 Months
\$130 per month
6 Months
\$120 per month
12 Months
\$100 per month



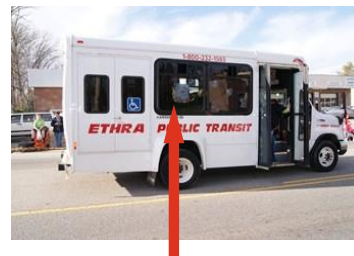
Both Sides

Includes both left and
right side of bus
windows as shown
above.

Choice of either 10 +2
or 8 +2 buses,
depending upon size
bus in said county.

Price

Per Month /per bus
3 Months
\$230 per month
6 Months
\$200 per month
12 Months
\$175 per month



Public Transportation Advertising 2025 Rate Card

Rear Window

width of 31 wide
and a height of 32
½.

The bottom edges
curve on both sides.

Choice of either 10 + 2
or 8 + 2, choose 1.

Price

Per Month /per bus
3 Months \$150 per month
6 Months \$140 per month
12 Months \$120 per month



Interior Ads

Interior Ads are
11x17. They will be
placed in advertising
sleeves above
passenger windows.

Choice of either 10
+ 2 or 8 +2, choose
1.

Price

Per Month /per bus
3 Months \$60 per month
6 Months \$50 per month
12 Months \$40 per month

**All advertising is based upon approval of advertising and logos from ETHRA Transportation,
ETHRA Executive Director and Advertiser.**

If using a trademarked logo printing may have to be done by advertiser.



Submit to: Cynthia Plemens
CPlemens@ethra.org
865-691-2551 x 4156

Order Form

It is important to carefully review the “ETHRA Bus Advertising Master Service Terms and Conditions” prior to submitting this Order Form. This Order Form will become a binding contract upon ETHRA’s acceptance.

Advertiser Organization Name: _____

Advertiser Rep/Point of Contact Name: _____

Mailing Address: _____

Billing Address (if different from mailing): _____

Phone Number: _____ Email: _____

1. Advertiser’s Desired Number of Buses for Ad Installation: _____

2. Window Locations:

Window location options include: Passenger Side, Driver Side, Both Sides, Rear, or Interior. Please refer to Rate Card for pricing. If Advertiser is requesting all buses carrying their ad to have the same window location, simply put “all” and then specify the requested window location(s). If Advertiser is requesting more than one bus and wants different window locations on each, use the table below to indicate the mix of window locations desired. Attach separate sheet if needed.

Bus Ref #	Window Location Requested
1	
2	
3	
4	
5	

3. Term Duration: _____ **3 months** _____ **6 months** _____ **12 months**

Note: All buses included in this order must follow the same term duration. If the Advertiser wishes to apply different term lengths, a separate Order Form for each must be submitted.

4. Please confirm a proof of the ad is included with this Order Form. If the Advertiser wishes to use more than one ad design, each will require a separate Order Form.



Submit to: Cynthia Plemens
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Advertiser Representative hereby asserts s/he is authorized to enter this agreement and agrees to be bound the EAST TENNESSEE HUMAN RESOURCE AGENCY, INC. BUS ADVERTISING MASTER SERVICE TERMS AND CONDITIONS.

Signature: _____ Date: _____

Printed Name: _____

ETHRA Confirmation of Advertiser Order

ETHRA has evaluated and approved the contents of Advertiser's submitted ad proof.

ETHRA hereby agrees to supply _____ of the _____ buses requested by Advertiser.

Accepted Term Duration: _____ 3 months _____ 6 months _____ 12 months

Window locations are confirmed as follows:

Advertiser Bus Ref #	Window Location	Monthly Fee	Internal Bus Ref #	Target Install Date
1				
2				
3				
4				
5				

Expiration Date: _____ ** See renewal section in Terms and Conditions

Based upon the Advertiser's selections and ETHRA's confirmation outlined above, Advertiser's regular monthly fee for this Order will be: \$_____ per month for _____ months, beginning on the first of the month after the month of install.

Advertiser's pro-rated invoice for the month of install is \$_____

Advertiser must tender the pro-rated fee for the month of install plus the first month's regular fee, to ETHRA as soon as possible, as install will not occur until such is received.

TOTAL DUE TODAY: \$_____

TOTAL DUE BEGINNING ON THE FIRST OF MONTH 2 GOING FORWARD: \$_____ ("regular monthly payment")



**EAST TENNESSEE HUMAN RESOURCE AGENCY, INC.
BUS ADVERTISING MASTER SERVICE TERMS AND CONDITIONS
(Last Rev. 9/4/2025)**

The East Tennessee Human Resource Agency, Inc. (“ETHRA”), a non-profit public service agency, operates a public transportation system for the purpose of transporting persons in and around the East Tennessee counties of Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier and Union.

ETHRA’s buses provide an opportunity for advertising displays designed to reach and inform the general public regarding activities and items of local interest and information. ETHRA is thus offering space on its buses to businesses and the advertising community who choose to participate and display advertisements on specified locations on ETHRA’s buses.

ETHRA’s Bus Advertising Service is governed by the terms and conditions set forth herein and in the corresponding Order Form, as may be subsequently amended. **By submitting an Order Form to purchase advertising space on ETHRA’s buses, the Advertiser is thereby agreeing to these Terms and Conditions. Upon ETHRA’s acceptance of the Order Form, as described herein, the Order Form and these Terms and Condition will collectively become a legally binding contract.**

1. ADVERTISING PERIOD: The advertising period will start on the date the last window advertisement ordered on a bus is installed, and continue to the end of the period selected on the Order Form, (3 months, 6 months or 12 months) – hereinafter referred to as the “Expiration Date” – unless renewed for an extended term as specified in paragraph 2 below.

2. RENEWALS: Subject to availability, the Advertiser may extend the advertising period for 3 months, 6 months or 12 months upon sending ETHRA written notice of the Advertiser’s intent to renew. Such notice must be sent a minimum of 45 days before the scheduled Expiration Date outlined in the Order Form. The Advertiser’s failure to timely submit the renewal notice to ETHRA may result in the advertising space being sold to another party. It is the Advertiser’s sole responsibility to ensure timely submission of the renewal notice to ETHRA. "Advertising rate fees during a renewal term will be charged at the current rate(s) in effect at the time of renewal and shall continue at such rates until the Advertiser's selected renewal term concludes."

3. ADVERTISEMENT ORDER FORM: Advertiser will complete the Order Form to make selections for the quantity of buses, term duration, and window locations. ETHRA’s Advertising Media Kit contains a Rate Card showing the various window locations on the bus where an advertisement can be placed and respective pricing. The Advertiser must submit

a proof of the ad design with the Order Form. Upon receipt of the Order Form and ad image, ETHRA will review the ad to ensure it meets content requirements and check availability. If the requested window locations are confirmed to be available and the ad is approved as to design and content, ETHRA will complete the bottom portion of the Order Form (which will include a tentative install date) and return it to the Advertiser. Upon such occurrence, the Order Form shall become a binding contract between the Advertiser and ETHRA, which expressly incorporates these Terms and Conditions.

ETHRA does not guarantee placement of any advertisement on any specific bus or a specific route. The bus will be in circulation, other than the occasional general maintenance and days the bus is in the garage as a spare bus.

In the event the bus is totaled or must be taken out of service longer than 14 days, the parties agree that ETHRA will amend the Order Form to remove all prospective charges for the installed advertising on that bus. Alternatively, if ETHRA has another bus available, then ETHRA will arrange and pay for the creation of a new window decal (must be the originally approved ad) and get it installed as soon as possible. In such event, Advertiser will be credited a pro-rated amount for the period the advertisement was out of circulation.

4. FEES: The month of install will be billed on a pro-rated basis. Advertiser must remit payment to ETHRA for the month of install and the first full month of service, in advance, before installation will be scheduled and performed. Beginning on the first day of the second month in the term, and on the first of each month thereafter, Advertiser must remit the “regular monthly payment” to ETHRA in the amount indicated on the accepted Order Form. ETHRA will NOT be sending out monthly invoices and payment is expected to be tendered without demand. All billings will be computed on the basis of a calendar month (30 days). Any billing not paid within (30) days after due date will be considered delinquent and a delinquency charge of 15% of the amount owed will be imposed. Any billing not paid within (45) days after due date will constitute a default. Upon default, all ads will be removed immediately. In the event that legal action becomes necessary for the recovery of any amount due ETHRA, ETHRA shall be entitled to all costs and actual attorney fees.

5. RIGHT TO REFUSE UNACCEPTABLE ADVERTISING: ETHRA reserves the right to reject any advertisement for any reason as determined by ETHRA. The attached ETHRA Advertising Statement of Purpose will be used as a guide in ETHRA’s ad approval process.

6. ADVERTISING DESIGN & PRINTING: Advertisers are exclusively responsible for the creation/design, printing, and delivery of their advertisements to ETHRA or the installation site. ETHRA’s only requirement with respect to the window ad material used is that it be perforated window vinyl/film. It is the advertiser’s sole responsibility to work directly with the design/printing company ensure proper imagery, colors, scaling, sizing, printing etc.

Maximum ad size details are as follows:

- Passenger Side: 32.75” x 24.5”
- Driver Side: 34.25” x 34.25”

- Rear: 20.375" x 22.25"
- Interior (need not be vinyl/will not adhere to a window): 11" x 17"

ETHRA is not responsible for any errors arising out of the design or printing of the advertisement. ETHRA is only responsible for installation and removal of the ad supplied by the Advertiser.

7. TRUTH IN ADVERTISING: Advertiser is solely responsible for, and shall indemnify and hold ETHRA harmless against, any legal liability arising out of or relating to the advertisement, and/or such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity.

8. LIMITATION ON DAMAGES: In no event will ETHRA be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not ETHRA has been advised of the possibility of such damage. Any failure or delay by ETHRA to perform the duties and/or provide advertising exposure hereunder by reason of labor disputes, construction delays, printing delays, vandalism, governmental action or order, including the enforcement of any law, regulation, ordinance, or act of God, including weather conditions, vehicle retirement, or vehicle accident/malfunction or other similar causes shall not constitute a breach of this contract. ETHRA's options under such condition shall include (a) extension of the term of this contract for a sufficient period to provide service equivalent in value to the value of lost service, or (b) termination of this contract and refund of all amounts paid to ETHRA for services not provided pursuant to this condition. All complaints regarding service must be made in writing within seven (7) calendar days from the time of observance of the condition or event to which the complaint refers.

9. GOVERNING LAW: These Terms and Conditions and the ETHRA-accepted Order Form(s), together constitute a binding contract between Advertiser and ETHRA, which shall be governed by and construed in accordance with the laws of the State of Tennessee.

10. ASSIGNMENT: Assignment of this contract, in whole or in part, without ETHRA's written consent is strictly prohibited.

11. ENTIRE AGREEMENT: These Terms and Conditions, the ETHRA-accepted Order Form(s), and any subsequently executed modification instruments, together referred to as a contract, constitute the complete agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter. These Terms and Conditions, as may be amended by ETHRA from time to time, shall prevail over any contrary or inconsistent terms in any Order Form.

12. TERMINATION: Early termination of this contract is prohibited. While the Advertiser has the right to request that ETHRA remove an advertisement prior to the Expiration Date, and ETHRA will make best efforts to promptly comply, such action shall not nullify the amounts owed to ETHRA by the Advertiser under the ETHRA-accepted Order Form.

Upon termination of this agreement, whether initiated early by Advertiser or upon the designated Expiration Date, ETHRA shall be responsible for removing the advertisement and any adhesion components from the bus. Advertiser also acknowledges that most, if not all, window advertisements are not reusable once removed from the vehicle and will be discarded at the time of removal.

13. INDEMNIFICATION: Advertiser agrees to indemnify and hold harmless ETHRA, its officers, employees and agents from and against any and all loss, claims, liability, demands, expenses and costs (including attorney's fees) arising out of this contract.

ETHRA
ADVERTISING STATEMENT OF PURPOSE

Not a public Forum:

ETHRA is selling space upon its buses for the display of commercial advertising. The purpose is to raise revenues, to be used to finance its operations. The display of advertising is solely for this purpose. It is not intended to provide a public forum for purposes of communication or expression of viewpoint, but rather to make use of ETHRA property held in proprietary capacity in order to generate revenue, enhance the peace and comfort of its passengers and avoid interference with or disruption to its transportation function.

Restricted Advertising:

To further this purpose, ETHRA will only accept commercial advertising and reserves the right to reject advertising if it finds the content problematic, in its sole and absolute discretion. ETHRA will not accept advertising content that:

1. Discriminates against a person or section of the community on account of race, sex, age, sexual preference, religion, disability, sexual orientation, political belief, or any other protected class.
2. Contains strong or obscene language.
3. Promotes or opposes tobacco or alcohol products and controlled substances with the exception of festivals and restaurants that have bars and/or serve alcoholic drinks but are advertised in such a way as to not highlight the use or sale of alcoholic beverages.
4. Promotes or opposes “adult entertainment” strip clubs and/or the sale of pornographic materials.
5. Portrays public transport in a negative manner.
6. Promotes or opposes a political candidate, office holder, political idea, party, or ballot question.
7. Promotes or rejects any religious or atheistic idea, belief or organization. This includes all forms of churches and any other religious or anti-religious meeting places, organizations, or websites.
8. Contravenes any applicable law.
9. Contains sexual or reproductive material, scantily clad models, or is otherwise not suitable for viewing by children.
10. Promotes or opposes any form of family planning or abortion.
11. Promotes the sale, use, or distribution of firearms.
12. Promotes businesses owned by employees of ETHRA.