

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) 32 ¾ x 24 ½
(this bus window is the second window from the rear of the bus due to wheel-chair lift)

Price

Per Month /per bus

1-3 Months

\$130

3-6 Months

\$120

6-12 Months

\$100



Driver Side

Right side (driver side)
34 ¾ x 34 ¾

Price

Per Month /per bus

1-3 Months

\$130

3-6 Months

\$120

6-12 Months

\$100



Both Sides

Includes both left and right side of bus windows.

Price

Per Month /per bus

1-3 Months

\$230

3-6 Months

\$200

6-12 Months

\$175



Public Transportation Advertising 2025 Rate Card

Rear Window

Rear window has a width of 20 3/8 and a height of 22 1/4.

Price

Per Month /per bus

1-3 Months

\$150

3-6 Months

\$140

6-12 Months

\$120



Interior Ads

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

Price

Per Month /per bus

1-3 Months

\$60

3-6 Months

\$50

6-12 Months

\$40

Exterior advertisements can be full window or scaled down to small size based on request. If ETHRA is taking responsibility for print of advertisement a cost of \$400.00 for a full window print would apply. If the print is a standard size of 12X19 a \$200.00 cost would be applied. This is a one-time cost based on the initial start or each advertisement.

Interior bus advertisements are at a initial one time cost of \$100.00 for printing.

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.



**EAST TENNESSEE HUMAN RESOURCE AGENCY, INC.
BUS ADVERTISING AGREEMENT**

This Bus Advertising Agreement (hereinafter referred to as “Agreement”) is entered into on this _____ day of _____, 20____, by and between the East Tennessee Human Resource Agency, Inc., a non-profit public service agency (hereinafter referred to as “ETHRA”) and _____ (hereinafter referred to as “Advertiser”).

Whereas, ETHRA operates a public transportation system for the purpose of transporting persons in and around the East Tennessee area; and

Whereas, 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; and

Whereas, the intent of this agreement is to provide advertising opportunities to businesses and the advertising community who choose to participate and display advertisements on specified locations on ETHRA’s buses; and

Whereas, it is in the best interest of ETHRA to offer for sale to the business and advertising community, advertising space on its buses for the purpose of conveying information to the public at large.

NOW, THEREFORE, in consideration of the foregoing and other valuable consideration, receipt of which is acknowledged, the parties hereto agree as follows:

1. ADVERTISING PERIOD: The advertising period will start on _____ (install date), and continue to _____ (end date). The advertising period may be extended for 3 months, 6 months, or 12 months upon mutual agreement of the parties.

2. ADVERTISEMENT(S): Advertiser is hereby entering a contract for the purchase of the following monthly advertising services (enter quantity as applicable below), which shall each extend throughout the period designated in paragraph (1) above, including any renewal period:

_____ Window Advertisement – one-side, excludes driver’s window (Fee: \$130.00-1-3 months; \$120.00-3-6 months; \$100.00-6-12 months), per month/per bus.

_____ Window Advertisement – two-sides, excludes driver’s window (Fee: \$230.00-1-3 months; \$200.00-3-6 months; \$175.00-6-12 months), per month/per bus.

_____ Window Advertisement – Rear Window, excludes driver’s window (Fee: \$150.00-1-3 months; \$140.00-3-6 months; \$120.00-6-12 months), per month/per bus.

_____ Interior Advertisement – Interior Ads are 11 x 17 inches, placed in sleeves above passenger windows. (Fee: \$60.00-1-3 months; \$50.00-3-6 months; \$40.00-6-12 months), per month/per bus.

Specific bus number(s) requested: _____

ETHRA does not guarantee placement of the advertisement on a 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.

3. FEES: The total monthly fee due from the advertiser for the advertisements designated above is \$_____ (_____). Billing for monthly charges will be made in advance and will be due on the first day of each month. Depending upon installation date, billings may include a prorated amount for a partial month. All billings will be computed on the basis of a calendar month (30 days). Any billing not paid within (30) days after due date is delinquent and a delinquency charge of 5% of the amount owed will be imposed. Any billing not paid within (45) days after due date will constitute a default of this agreement. 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.

4. RIGHT TO REFUSE UNACCEPTABLE ADVERTISING: ETHRA reserves the right to reject any advertisement for any reason as determined by ETHRA. This contract is subject to the ETHRA Advertising Statement of Purpose which is incorporated herein by reference.

5. ADVERTISING MEDIA AND INSTALLATION: ETHRA utilizes a third-party company for confirmation of design, production, installation, and removal of advertising. All costs associated with such services are included in the monthly fee.

6. 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.

7. 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.

8. ASSIGNMENT: Advertiser may not assign this Agreement, in whole or in part, without ETHRA's written consent. Any attempt to assign this Agreement without such consent will result in this Agreement being null and void.

9. GOVERNING LAW: This Agreement shall be governed by and construed in accordance with the laws of the State of Tennessee.

10. ENTIRE AGREEMENT: This Agreement and any and all exhibits and attachments are the complete and exclusive 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. The terms and conditions of this Agreement shall prevail over any contrary or inconsistent terms in any purchase order. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

11. TERMINATION OF AGREEMENT: Either party shall have the right to terminate this agreement by providing thirty (30) days written notice. Upon termination of this agreement ETHRA shall be responsible for removing the advertising and any adhesion from the bus. If there is any permanent damage to the bus upon removal of the advertising, then the Advertiser shall be responsible for such damages caused by the advertising, adhesion or removal. Advertiser also acknowledges that bus wrap advertisements are not reusable once removed from the vehicle and will be discarded at the time of removal.

12. 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 any advertising pursuant to this contract.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date of the last of the individuals to sign.

Mike Patterson
Transportation Director

Date:

Gary W. Holiway
Executive Director

Date:

Advertiser
Title:

Date:

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 or distribution of firearms.
12. Promotes businesses owned by employees of ETHRA.



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Memorandum of Agreement
between the

and the
ETHRA / Transportation Program

This memorandum of agreement is designed to establish a formal relationship between two departments listed above the East Tennessee Human Resource Agency Transportation and _____. This agreement will outline the process by which the Transportation Program agrees to place _____ ads on selected vans for outreach.

1. The Transportation Program agrees to display the _____ signs for a monthly fee of _____ per van. The signs will be purchased and installed on the vans by the _____. A total amount due – _____ for _____ vans for a _____ month period.

2. The _____ has agreed to purchase signs to be displayed on the windows of the ETHRA vans that travel into the areas designated by the _____.

3. The _____ counties that _____ is trying to reach through the van advertisements include areas of Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott and Sevier and Union counties.

4. The term of this agreement shall begin _____.

5. Payment shall be made in advance to cover _____ months of advertising.

6. Either party may terminate this agreement within a 30-day notice of signature of this document.

7.

The undersigned agree to the conditions outlined above.

ETHRA and _____, _____
Company/Organization Address

Signature

Date

ETHRA Transportation, Director, Mike Patterson

ETHRA Executive Director, Gary W. Holiway

Signature

Signature

Date

Date