

# JETS Advertising

An analysis JETS advertising rates indicates that our prices are much higher than surrounding cities. Immediately following are charts showing the increase in JETS ad rates since JETS began.

Period	Wrap	Street Side	Curb Side	Rear Panel	Shelter
May 2005	\$12,000/yr	\$1200/yr	\$1800/yr	\$1200/yr	\$1500/yr
August 2005	\$15,000/yr	\$1500/yr	\$2000/yr	\$1300/yr	\$3600/yr
May 2006	\$19,800/yr	\$2000/yr	\$2500/yr	\$1800/yr	\$4400/yr

## Overall Per Year Increase from May 2005 thru May 2006

Wrap	Street Side	Curb Side	Rear Panel	Shelter
\$7800	\$800	\$700	\$600	\$2900

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## Comparison Between JETS and Jackson TN

### Jackson Transit Authority

Type	Size	1 month	6 month	Per month	12 months	Per month
Full Wrap	9 x 30	\$1,500	\$8,100	\$1,350	\$14,400	\$1,200
Street Poster	22 x 72	\$100	\$570	\$95	\$1,080	\$90
Curb Poster	22 x 45	\$60	\$330	\$55	\$600	\$50
Rear Poster	22 x 45	\$75	\$240	\$70	\$780	\$65
Front Poster	22 x 45	\$60	\$330	\$55	\$600	\$50

### Jonesboro Economical Transportation System

Type	Size	1 month	6 month	Per month	12 months	Per month
Full Wrap					\$19,800	
Street Poster	15 x 59	\$395	\$1,200		\$2,000	
Curb Poster	15 x 65	\$495	\$860		\$2,500	
Rear Poster	15 X 65	\$330	\$1,000		\$1,800	

### Difference between the two

	1 month	6 months	12 months
Wrap			\$5,400
Street	\$295	\$630	\$920
Curb	\$335	\$630	\$1,400
Rear	\$255	\$700	\$1,200

**Comparison Between JETS and Fort Smith AR**

**Fort Smith Transit**

Type	Size	per month	6 months	12 months
Banner ad outside	22 x 90	\$200	\$1,200	\$2,400
* Contracts needed				
Wrap	25 ft bus	\$500	\$3,000	\$6,000
	30 ft bus	\$1,000	\$6,000	\$12,000
* Minimum of a 4 year contract				

**Jonesboro Economical Transportation System**

Type	Size	1 month	6 month	12 months
Full Wrap				\$19,800
Street Poster	15 x 59	\$495	\$860	\$2,500
Curb Poster	15 x 65	\$395	\$1,200	\$2,000
Rear Poster	15 X 65	\$330	\$1,000	\$1,800

**Difference between the two**

Type	1 month	6 months	12 months
Wrap			\$13,800
Curb (15 x 65)	\$95	\$0	\$100

**Wraps Comparison**

<b>JETS</b>				
Wrap	24 ft bus	12 months	\$19,800	(Minimum of a three year contract)
<b>Jackson Transit Authority</b>				
Jackson, TN				
Wrap	30 ft bus	12 months	\$14,400	
<b>Fort Smith Transit</b>				
Ft. Smith, AR				
Wrap	25 ft bus	12 months	\$6,000	
<b>Cape County Transit</b>				
Cape Girardeau, MO				
Wrap	24 ft bus	12 months	\$4,000	
<b>City Bus</b>				