

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

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

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

Lafayette, IN			
Wrap		12 months	\$15,000

PROPOSAL #1:

JETS lower its advertising rates.

REASONS:

1. This is an effort to get new advertising clients.
2. Current rates are extremely higher than surrounding cities.
3. We want to stay within market value ranges.

PROPOSAL #2:

If rates are changed, then there should be some type of adjustment for those individuals who have renewed contracts.

REASONS:

1. It's not fair to change rates and not accommodate our faithful advertisers.

Options

- Extend Contract
- Add signs to additional buses