



**The Jonesboro Economical Transit System**

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The JETS Community Advisory Board, in a special meeting on October 28, 2008, unanimously approved a recommended change in JETS advertising rates as proposed by the JETS staff. It was determined that JETS advertising rates are higher than that of other cities with Public Transportation of proportionate size to Jonesboro. To better serve our advertising clients, to be more competitive with our rates, and to increase overall advertising revenue, The JETS Advisory Board proposed that JETS ad rates be reduced by 1/3 of its current prices. This cut will be for new clients and renewals and it will be effective immediately. The proposed change to the advertising rates for JETS ads is to be effective as of October 29, 2008.

The JETS Community Advisory Board and JETS Transportation Coordinator request the Public Service Committee and the Jonesboro City Council approval of the proposed adjustment to JETS advertising rates as described above at the earliest possible opportunity.