



Transit Advertising with CARTA

Why Advertise with CARTA?

CARTA offers highly visible, mobile advertising that travels throughout the Chattanooga area every day. Your message becomes a “moving billboard,” reaching thousands of potential customers daily in neighborhoods such as:

- Alton Park
- Downtown Chattanooga
- Northshore
- Hixson Pike
- Brainerd
- Hamilton Place
- Enterprise South
- East Chattanooga
- St. Elmo
- And many more

Let your brand **ride with us** and connect with communities across the city.

Advertising Overview

As of **July 1, 2025**, CARTA manages all bus advertising internally. To maintain quality and consistency, advertisers are expected to follow the procedures outlined below.

Advertiser Responsibilities

As an advertiser, you are responsible for coordinating the following:

1. Artwork Design

- You may use your own designer or work with a recommended vendor.
- All artwork must be reviewed and approved by CARTA **prior to printing**.
- Submit designs to:
 - **Brandon Meredith** – BrandonMeredith@gocarta.org
 - **Savannah Ward** – SavannahWard@gocarta.org

2. Printing & Installation

- Advertisers must use a third-party vendor of their choice for printing.



- Quotes must include:
 - Printing
 - Installation (for Full or King Kong Wraps **only**)
 - Wrap removal (for Full or King Kong Wraps **only**)
 - Delivery fees
- Note: **Removal fees may vary** depending on the duration the wrap is installed.

3. Material Specifications for Exterior Signage

- Materials must be printed on **Coroplast** to be installation ready.
- Artwork (excluding wraps) must include a **1-inch border on all sides** (no text or important graphics in this area), as it will be covered by the bus frame.

Recommended Printing Vendors

Advertisers are free to choose any licensed printer, but the following vendors are familiar with CARTA's specifications:

Summit Design and Graphics

Jason Blaylock

JB@summitsigngroup.com

706-375-6011

Paragon Printing

Christie David

christie@paragonprinting.biz

423-870-3917 ext. 10 / 423-605-4906

SpeedPro Graphics

Sabrina Fults

sfults@speedpro.com

423-889-0113



Need Help or Ready to Get Started?

For questions about ad specifications, available inventory, or to submit your artwork for approval, please contact CARTA's Marketing & Communications Department:

 **Brandon Meredith, Director of Communications** – BrandonMeredith@gocarta.org

 **Savannah Ward, Communications Specialist** – SavannahWard@gocarta.org

Please note: A signed advertising contract will be required once your artwork has been reviewed and approved.

We're happy to guide you through the process and help get your brand on the road with CARTA!

Let your brand move with Chattanooga—advertise with CARTA today!



Bus Wraps



King Kong Wrap (Street Side)

\$650 per month

Production and Installation estimate:
\$1,500 per bus



Full Wrap

\$1,500 per month

Minimum of 12 months

Production and Installation estimate:
\$9,500-\$10,000 per bus



Exterior Signs



King (Street Side)

\$200 per sign, per month

30" H x 108" W

Production estimate: \$55-\$75 per sign



Queen (Curb Side)

\$150 per sign, per month

30" H x 36" W

Production estimate: \$55 per sign



Tail (Back)

\$140 per sign, per month

21" H x 70" W

Production estimate: \$35-\$45



Interior Signage



Interior Fixed Route Sign

\$35 per sign, per month

Up to 48 buses

11" H x 28" W

Production estimate: \$2.50-\$12 per sign