

Transit Advertising Media Kit

Your Brand in Motion



CARTA puts your message in front of thousands of Chattanooga residents, commuters, students, and visitors every day. With nine fixed-route bus routes running daily across the city, advertisers get consistent, repeat exposure to a captive local audience. CARTA offers high-visibility advertising while connecting consumers to neighborhoods and commercial corridors citywide.



WE LIKE THE WAY YOU MOVE.

Let's ride together.

A new report from the University of Tennessee at Chattanooga shows the metro area's population grew at more than twice the national rate between 2020 and 2025.

With 31,000 new residents and a total metro population of 595,000, that's a lot of eyes on our fleet and **your ads**.



Why Transit Advertising?

It's not just transit service. It's a mobile billboard network with unmatched reach. It moves through neighborhoods, downtown corridors, and commuter routes day after day, all year long. An ad on a CARTA bus isn't a static placement seen once; it's in constant motion, generating repeated impressions with commuters, shoppers, students, and visitors across the entire service area.

For advertisers, that scale translates directly into value: sustained, high-frequency visibility at a fraction of the cost of traditional out-of-home media, with the built-in credibility of a trusted local institution.

Bus advertising puts your brand where people already are, every single day.

It's time to get
your brand

on BOARD

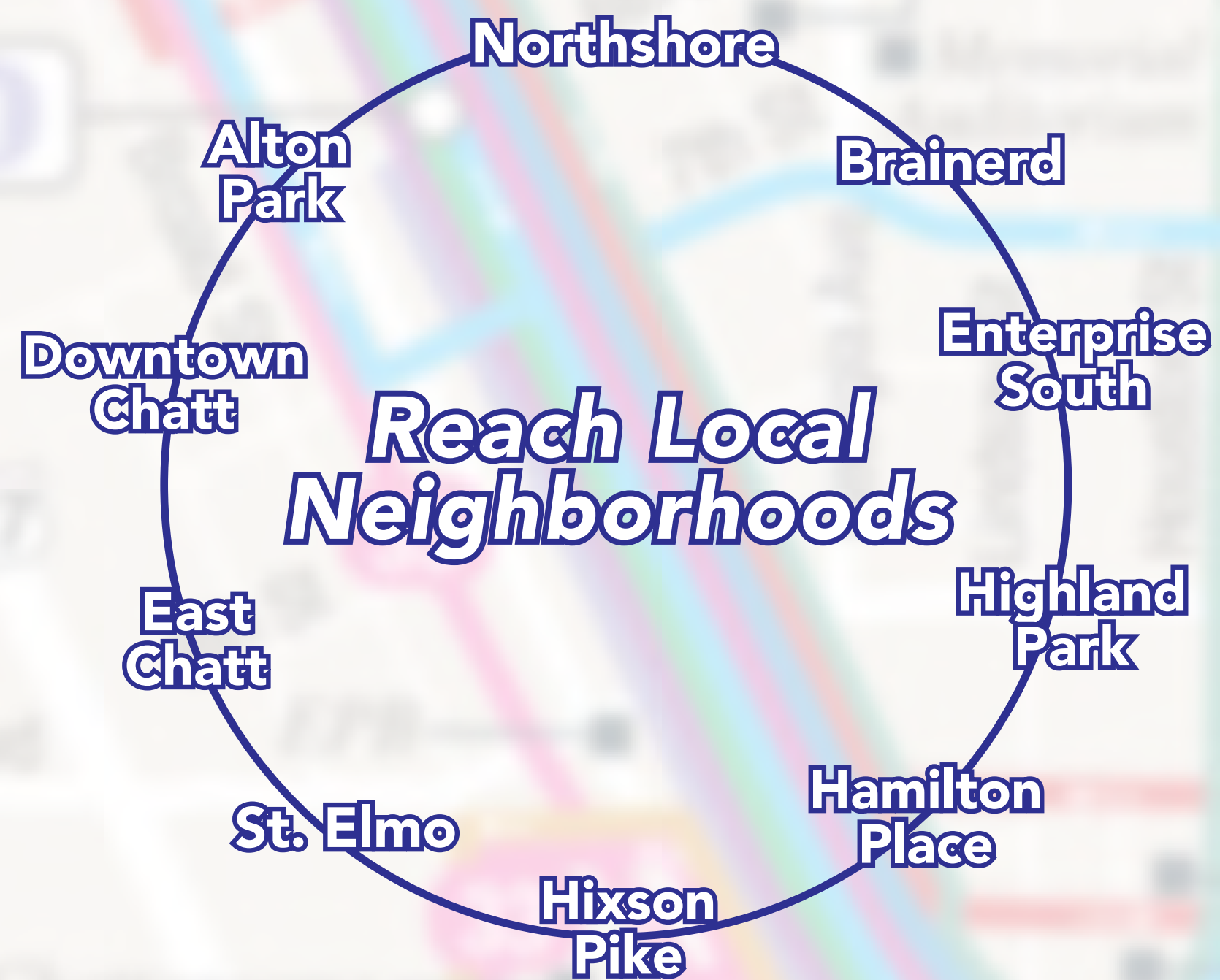
Every year, CARTA buses log 1.7 million miles across Chattanooga, completing 263,640 trips and spending nearly 120,000 hours on the road.

That's the equivalent of running non-stop for over 13 years.



The Market

CARTA operates 9 transit routes across Chattanooga every day, putting your brand in the spotlight as our vehicles move through downtown, neighborhoods, and key commercial corridors. Providing consistent, repeated exposure to a captive local audience of commuters and pedestrians.



Business Professionals

Families

Connect with Diverse Audiences

Tourists

Healthcare Workers

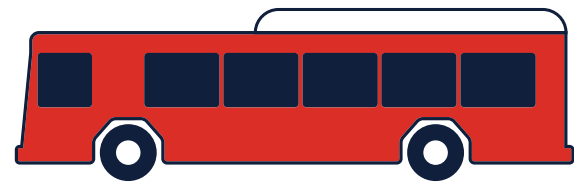
University Students

Media Placements



Full Wrap

Own the roads with this all-over bus wrap!



Price Per Month: \$1,815

Size: Per vehicle specs

Minimum Lease Time: 12 months





King Kong Wrap

Price Per Month: \$715
Size: Per vehicle specs
Minimum Lease Time: 6 months

Queen Kong Wrap

Price Per Month: \$715
Size: Per vehicle specs
Minimum Lease Time: 6 months

Tail Wrap

Price Per Month: \$715
Size: Per vehicle specs
Minimum Lease Time: 6 months

Driver-side wrap that spans top to bottom on our fixed-route buses.



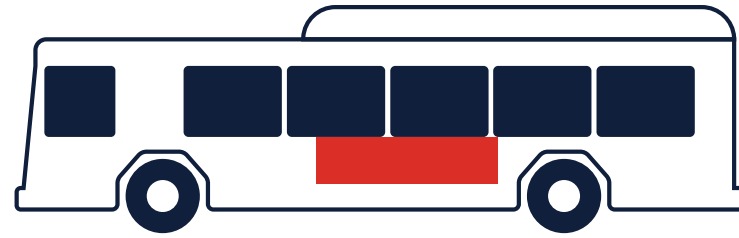
Passenger-side wrap that spans top to bottom on our fixed-route buses.



Back-side wrap that spans top to bottom on our fixed-route buses.



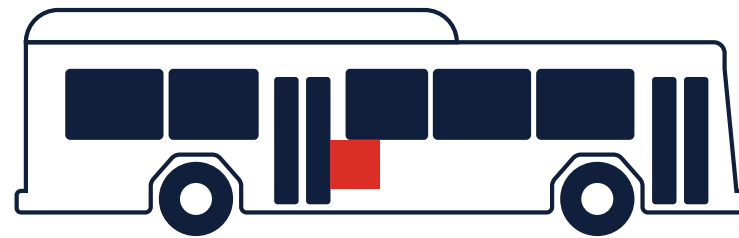
King Signs



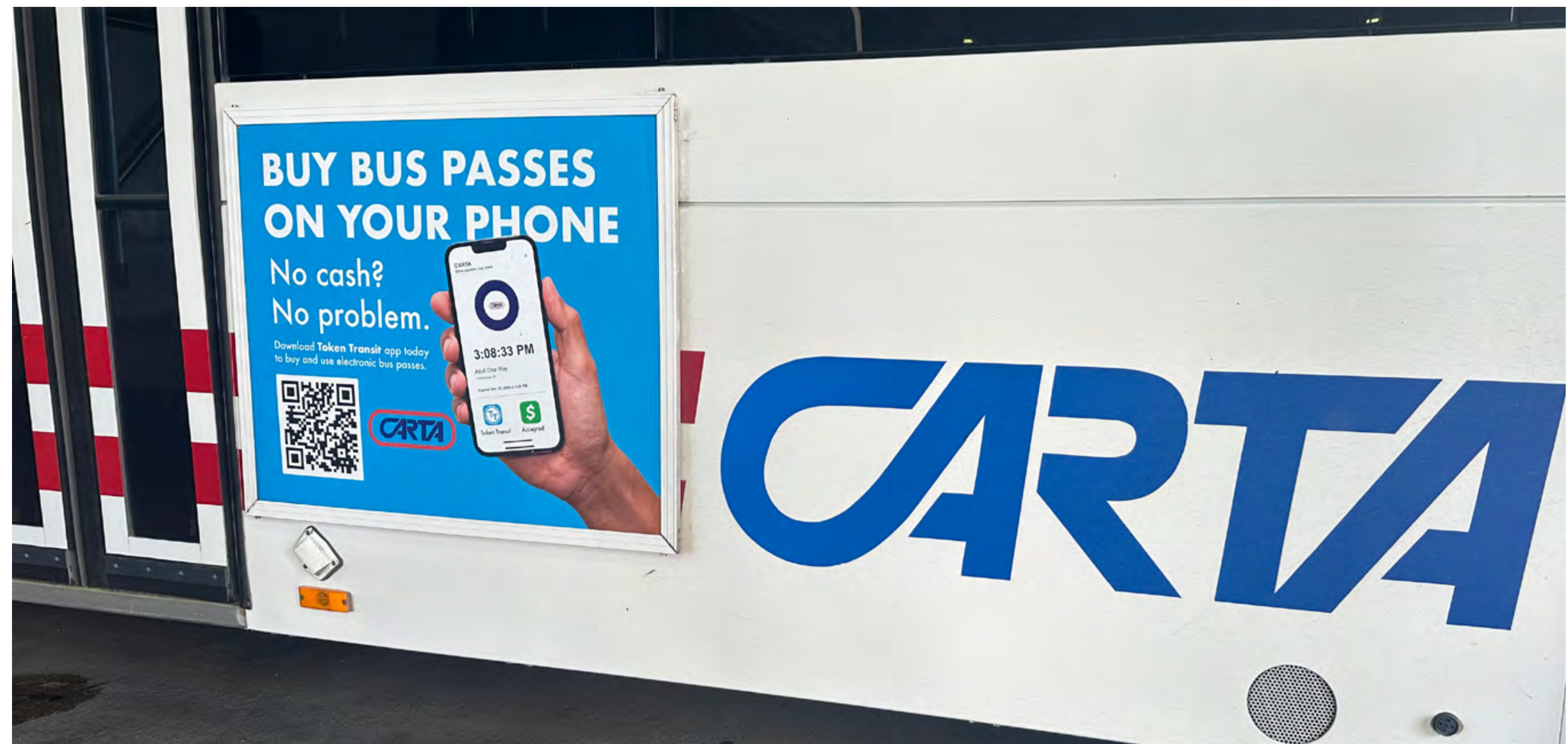
Price Per Month: \$220 per sign
Size: 30" H x 108" W
Minimum Lease Time: 1 month



Queen Signs

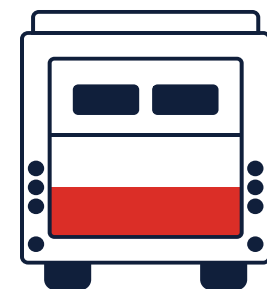


Price Per Month: \$165 per sign
Size: 30" H x 36" W
Minimum Lease Time: 1 month





Tail Signs



Price Per Month: \$154 per sign
Size: 21" H x 70" W
Minimum Lease Time: 1 month



Interior Signs

Price Per Month: \$40 per sign
Size: 11" H x 28" W
Minimum Lease Time: 1 month

Media Placement Summary

Full Wrap

\$1,815 per month
12 Month Minimum

King Sign

30" H x 108" W

\$220 per month
1 Month Minimum

King Kong Wrap

\$715 per month
6 Month Minimum

Queen Sign

30" H x 36" W

\$165 per month
1 Month Minimum

Queen Kong Wrap

\$715 per month
6 Month Minimum

Tail Sign

21" H x 70" W

\$154 per month
1 Month Minimum

Tail Wrap

\$715 per month
6 Month Minimum

Interior Sign

11" H x 28" W

\$40 per month
1 Month Minimum

King & Queen Kong Package

\$1,287 per month
6 Month Minimum



Advertising Guidelines

CARTA does not accept advertising for alcohol, tobacco or nicotine products, adult entertainment, or sexually explicit material.

Political candidate and political issue advertising is not permitted.

All ads are subject to CARTA's approval for design, color, placement, and overall appearance.

CARTA reserves the right to request changes or decline advertising that doesn't align with its mission of providing safe, reliable, family-friendly transportation.

Advertisers must use a third-party print vendor. CARTA does not provide printing but can recommend vendors if needed.

To learn more about advertising opportunities with CARTA, contact our Marketing and Communications team.

Advertiser Responsibilities

Deliver ad materials on time. Standard signage is due 7 days before the start date.

Cover production, installation, and removal costs for wraps, including any charges from third-party installers.

Meet CARTA's specifications for size, material, and format — and fix any ad that doesn't comply.

Pay monthly invoices within 30 days of billing. Late payments carry a 1.5% monthly charge.

Provide a replacement copy if the ad is lost, stolen, or damaged for reasons outside CARTA's control (storm, vandalism, normal wear, etc.).

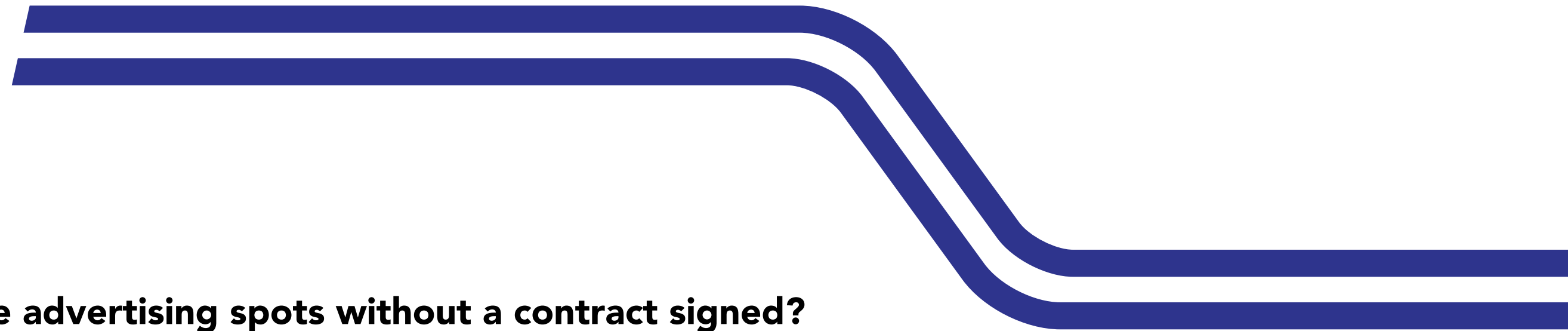
Retrieve ad materials within 30 days after the contract ends, if desired — CARTA isn't responsible for storing or returning them after that.

Indemnify CARTA against legal claims related to the ad's content (trademark, copyright, defamation, privacy, etc.).

Provide 90 days' written notice to end the contract early; regular charges still apply during that notice period.

[View terms & conditions here.](#)

FAQ



1. Can you hold available advertising spots without a contract signed?

No, we will not hold available spots for advertisers unless a contract is signed.

2. Can I use my own graphics vendor?

Yes, CARTA offers recommended vendors only. Any print vendor may be used.

3. Will the printing/installation fees and charges be part of the CARTA lease fee?

No, all printing and production charges for graphics will be paid for by the advertiser to the print vendor based on vendor's terms.

4. What happens if my print vendor is late producing the graphics and the contract date is missed?

If the graphics are delayed getting to CARTA by no fault of CARTA, the contract will not be pro-rated for the missed days of the ad being "on the street."

5. What happens if the graphics are not printed to spec and do not fit the bus frames?

The proper sizing and production of the graphics is the sole responsibility of the advertiser and print vendor. The start date and billing will remain the same and the graphics will have to be reproduced to the correct size.

6. Can CARTA refuse to approve the artwork?

Yes, CARTA has the right to decline artwork if it does not meet our requirements in the full terms and agreements.



Design Guidelines

1. Keep messaging short and sweet.
2. Ensure your logo is visible and high quality.
3. Have a clear call to action.
4. Include interactive features like QR codes.
5. Choose well-lit high quality photography.

Signs will be mounted within a frame. Please do not include any important images or text within 2" of the edge of the sign to account for frame coverage.

Sign artwork must include a .25" bleed.

Bus wraps are vehicle-specific and must be measured on a case by case basis.

Exterior signs should be printed on coroplast.

Interior signs should be printed on styrene.





CONTACT

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DISCOVER WHERE YOU CAN GO WITH CARTA.