



GROW YOUR BUSINESS WITH HTA!

HTA buses are eye-catching, inside and out.
Contact Katie Collender at (707) 443-0825 x 115 or Katie@hta.org





Transit in Humboldt County is administered through a joint powers authority between Humboldt County and the cities of Arcata, Eureka, Fortuna, Rio Dell and Trinidad. HTA provides riders with affordable fixed route and dial-a-ride transportation options that allow access throughout Humboldt County. Services span from Trinidad, south along Hwy. 101 to Benbow and east on Hwy. 299 from Arcata to Willow Creek, including the Arcata-Eureka Airport and the communities of McKinleyville, Eureka and Fortuna. HTA operates and maintains the Redwood Transit System (RTS), Eureka Transit Service (ETS), Willow Creek Transit Service (WC), Southern Humboldt Transit System (SH), Samoa Transit System and Dial-A-Ride ADA Paratransit services.



WHY YOU SHOULD CHOOSE HTA

FREQUENCY

HTA buses are out in our community 309 days and 60,000 hours per year, covering more than 1.2 million miles and carrying 700,000 passengers. Transit spaces are difficult to miss in the consumer market, making them a highly effective advertising solution.

COVERAGE

Both widespread and targeted advertising options are available. Customers can choose a specific route or combination of routes to concentrate their messages in certain areas or advertise on intercity systems with countywide impact.

REACH

Bus billboards capture the attention of locals and tourists alike while spreading your message in areas traditional billboards and media cannot.

CONTACT

For questions or to reserve advertising space, please contact:

Katie Collender, Finance Manager
(707) 443-0826 Ext. 115
Katie@hta.org



DESIGN

Customers can design their own advertisements or work with HTA's qualified partners. All advertising space is customizable within the standard dimensions.

PRODUCTION

HTA will coordinate production of signs with printing partners. Completed designs must be received 14 days prior to start of campaign to ensure timely placement. Images should be sent as 150 DPI or higher print-ready PDFs.

RATES

Rates are subject to change and represent monthly advertising space, not including design, printing, or installation. Contracts of 6-11 months will be discounted 10%, contracts over 12 months receive a 15% discount. Prepayments in full will be discounted 5%.

*Printing and installation to be billed separately. All ads must comply with agency advertising policies.



MONTHLY SPACE RENT AND DIMENSIONS

SMALL BUS

115" x 14"
\$250



70" x 14"
\$200



56" x 27"
\$250



FULL SIZE BUS

168" x 36"
\$300



92" x 32"
\$250



57" x 22"
\$300



MID SIZE BUS

208" x 28"
\$300



168" x 27.5"
\$250



48" x 32"
\$300



**Contact us
for availability
- space is
extremely
limited!**

*Space dimensions reflect average bus features, some have vents or trim that may alter space slightly.

INFOTAINMENT SCREENS

DETAILS

Our infotainment screens are installed inside all Redwood Transit System, Eureka Transit Service, Willow Creek Transit Service, and Southern Humboldt Transit System buses. Their resolution is 1080 x 1920 HD, displayed vertically in portrait orientation.

CONTENT

Screens can show videos, livestreams, QR codes, static images, and more, but do not play sound. Content can be arranged freely across the screen. Time-sensitive promotions can have an automatic start and/or end date.

RATES

Pricing is \$150 per month for 15 seconds, sold in 15 second increments. Ads will be put on rotation and play repeatedly throughout the day across all screens. Contracts of 6-11 months will be discounted 10%, contracts over 12 months receive a 15% discount. Prepayments in full will be discounted 5%

