



GROW YOUR BUSINESS WITH HTA!

HTA buses are eye-catching, inside and out.
Contact Katie Collender at (707) 443-0826 x 115 or 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



90" x 32"
\$250



57" x 22"
\$300



MID SIZE BUS

168" x 28"
\$300



138" 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%

