



# Jackson Area Transportation Authority (JATA) Market Overview & Media Kit

# JATA Overview

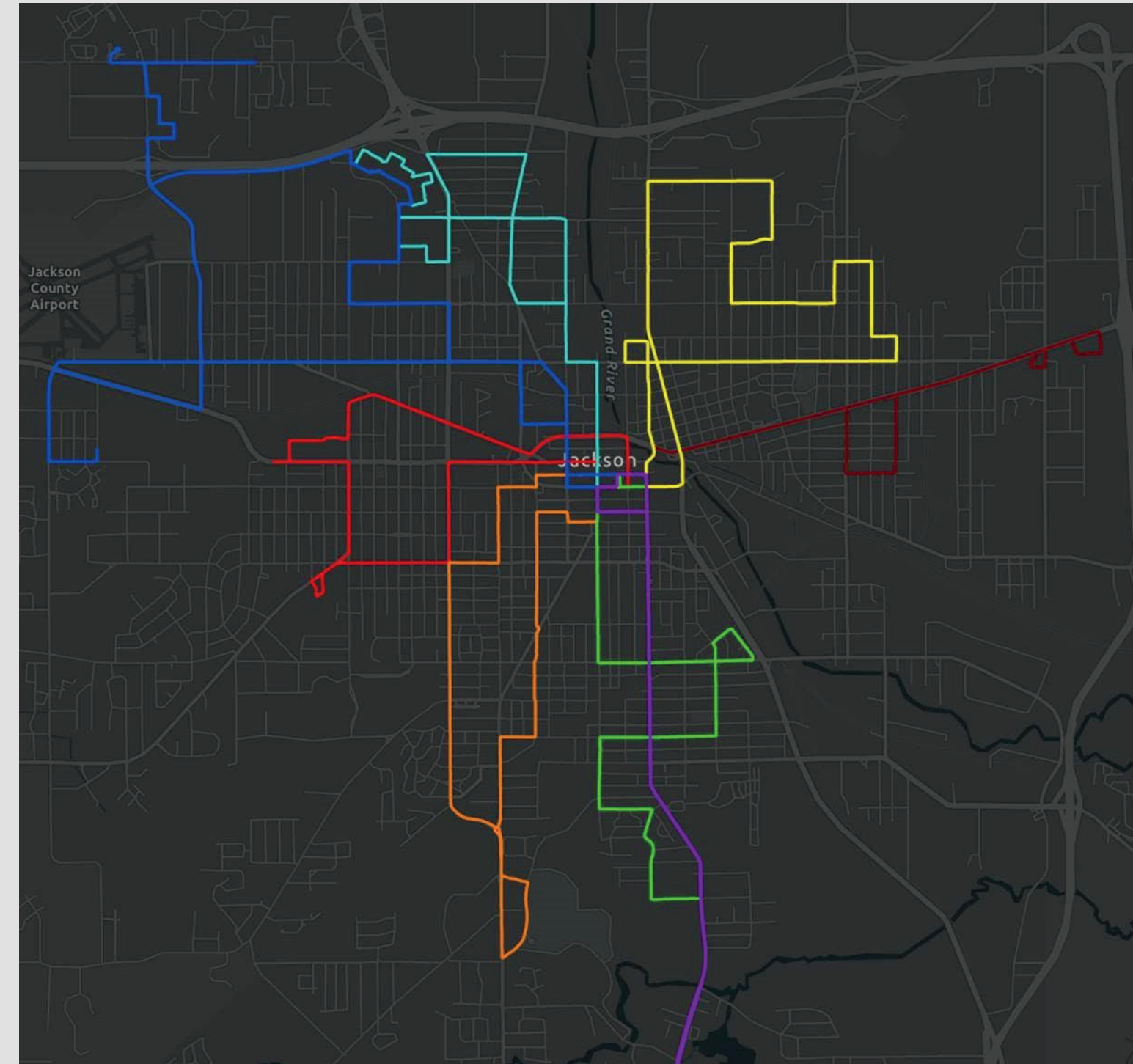
Jackson Area Transportation Authority operates throughout Jackson County - focusing on Fixed-Route Coverage across The City of Jackson

The 9 Route bus system provides over 200,000 trips per year and travels to East and West Meijer, Jackson Crossing, Polly's Country Market, Baker College, Jackson College, Ella Sharp Park, and Henry Ford Hospital Jackson

## Fast Transit Facts:

**2025 Ridership:** Over 300,000 rides given per year

**Services:** 9 Fixed-Route, On-Demand Transit, and Non-Emergency Medical transportation





Who You're Targeting

# Jackson Profile

## POPULATION BREAKDOWN

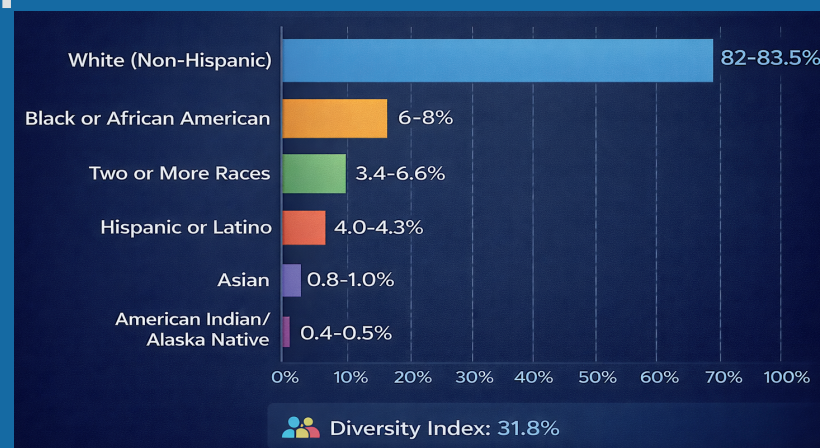
City of Jackson: 30,920  
Jackson County: 160,366

City by Gender: 52.5%  
Female/47.5% Male

County by Gender: 51.3%  
Male/48.7% Female

City Median Age: 35.3  
County Median Age: 41.5

## Demographics of Jackson County:



## KEY STATISTICS

23.4%

College Graduate

\$44K

Median HHI

57%

Employed

20m

Time Spent Traveling to Work

32mi

Total Miles Traveled Per Week



Top Sights

# Jackson Profile

## THINGS TO DO AND SEE

### Events and Attractions

- Bright Walls mural district, Cascade Falls Park, Falling Waters Trail, Ella Sharp Museum, Michigan Theatre, Cell Block 7 Prison Museum, Michigan Military Heritage Museum, Downtown Jackson dining and brewery district, Jackson County Fair, National Transit Week, Try Transit Week, Summit Motorsports Park events, local seasonal festivals and downtown community events

### Parks and Recreation

- Various Parks, Golf Courses, Swimming Pools, Skate Parks, and Sporting Fields

### Higher Education

- Jackson College
- Baker College
- Spring Arbor University





Benefits of Advertising

# Why Transit?

## HIGHLY EFFECTIVE

Transit provides a variety of unmissable advertising sizes and opportunities either on the interior or exterior of the buses that present 'billboards-on-wheels' right at consumer eye-level

## COMPLETE COVERAGE

Transit captures attention where people live, shop, work and play. Visible in both downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage to other OOH formats

## REACH

With fragmented media sources competing for smaller and smaller audiences, transit advertising delivers some of the strongest CPM's in advertising and reaches consumers far more effectively than other media.

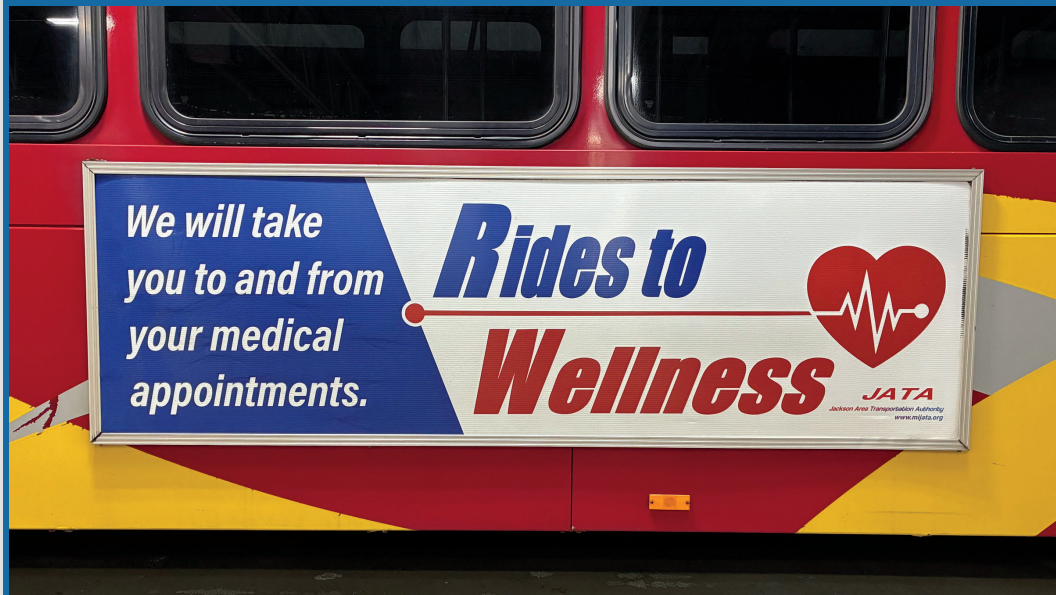
## FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Repeated viewing creates top-of-mind awareness and brand recognition in any media campaign.



Pricing Rate Card

# Available Formats - Exterior Signage



King Panels - Ads on Driver Side of Bus		
Monthly	6-Month	12-Month
\$150	\$900	\$1,800



Queen Panels - Ads on Passenger Side of Bus		
Monthly	6-Month	12-Month
\$150	\$900	\$1,800



Tail Panels - Ad on The Back of Bus		
Monthly	6-Month	12-Month
\$200	\$1,200	\$2,400

\$255 for Side Ads for Production and Installation

\$385 for Side Ads for Production and Installation



\*All Ads must use designated contractor through JATA for design and Printing



Pricing Rate Card

# Available Formats - Exterior Signage



\*All Ads must use designated contractor through JATA for design and Printing

Full Bus Wrap		
Monthly	6-Month	12-Month
\$800	\$4,800	\$9,600

Partial Bus Wrap (Passenger Side + Rear)		
Monthly	6-Month	12-Month
\$400	\$2,400	\$4,800

\*\$3,995 per Full Wrap and Window Perf for Production and Installation

\*\$1,410 per Partial Wrap for Production and Installation

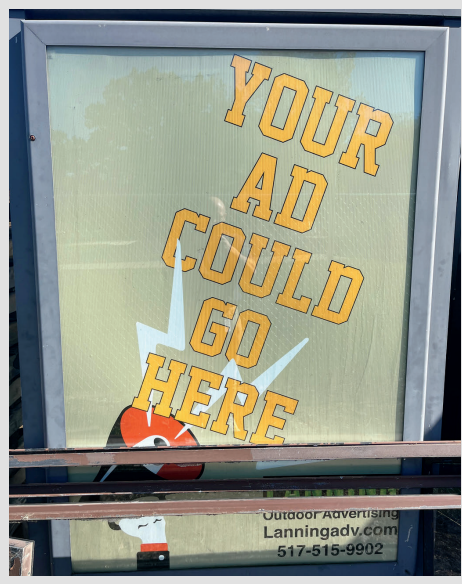


Pricing Rate Card

# Available Formats - Interior Signage



Interior Cards - Ads Inside The Bus (28x11)		
Monthly	6-Month	12-Month
\$50	\$300	\$550
Per Ad, Per Bus	Per Ad, Per Bus	Per Ad, Per Bus



Bus Shelter Ads (65x45)		
Monthly	6-Month	12-Month
\$400 Start-Up	\$400 Start-Up	\$400 Start-Up
\$100 Per Shelter	\$600 Per Shelter	\$1,200 Per Shelter
<i>*Discount on Multi-Shelters (3 \$90 Each; 5+ \$80 Each)</i>		



Transfer Center Exterior Windows - Ads on Bus Station Windows	
12-Month	18-Month
\$1,350 Total	\$2,100 Total
\$112.50 Monthly	\$116.67 Monthly

\*Initial \$200 per Interior Ad for Production and Installation plus design fee

\*Initial \$250 per Bus Shelter Ad for Production and Installation

\*Initial \$500 per Window Perf Ad for Production and Installation

\*All Ads must use designated contractor through JATA for design and Printing





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