



UCARTS & Meals On Wheels Transit Advertising

Drive Your
Advertising
Dollars
Further

About UCARTS

UCARTS is the Upper Cumberland's rural public transit system. UCARTS is a part of the Upper Cumberland Human Resource Agency and is a not-for-profit, 501 C-3 Agency.

UCARTS is available for anyone to ride and operates daily in the fourteen counties of Cannon, Clay, Cumberland, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, VanBuren, Warren and White.

UCARTS has designated routes daily to Nashville, Murfreesboro and on demand to Knoxville and Chattanooga.

UCARTS operates 95 vehicles consisting of cut-a-way buses, para-transit vans, minivans and cars.

The Upper Cumberland Human Resource Agency's Rural Public Transportation Program, UCARTS, began operation in 1980 under Section 5311 of the Federal Transit Act of 1964 and the Tennessee Department of Transportation, Office of Public Transportation; along with local government contributions, contract and fare revenue. This program is for the provision of transportation services in non-urban areas.



Why Transit Advertising

Transit moves your message further. Transit advertising is a great value and has impact.

- It reaches more people for a longer period with less money.
- Touches every community in our region for optimal marketing.
- It reaches more people without having to compete for airtime or ad placement.
- Mobile ad messages have a 97% recall rate.
- Average commute to work in America is 25 minutes.
- Mobile ads generate 2.5 times more attention than a billboard.
- Ninety-four percent of Tennessee workers commuted to work in 2009.
- It reaches an audience beyond the Upper Cumberland that includes Nashville, Murfreesboro, Knoxville and Chattanooga.

Our transit fleet travels over **3,100,000 miles annually and provides 208,728 trips.**

Our fleet is top quality, well maintained and appealing.

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Meals on Wheels operates 35 vehicles consisting of minivans and cars. The program travels approximately 450,000 miles annually.

About Meals on Wheels

Meals on Wheels in the Upper Cumberland is for Older Adults & Adults with Disabilities. Meals on Wheels is a part of the Upper Cumberland Human Resource Agency, a not-for-profit, 501-C3 agency.

The Upper Cumberland Meals on Wheels Program provides Home-Delivered and Congregate meals. The program operates daily in the fourteen counties of Cannon, Clay, Cumberland, DeKalb, Fentress, Jackson, Macon, Overton, Pickett, Putnam, Smith, VanBuren, Warren and White.

The Upper Cumberland Human Resource Agency's Nutrition Program is funded through the Administration on Aging within the Department of Health, Education and Welfare. The Older Americans Act of 1965 was the first federal level initiative aimed at providing comprehensive services for older adults, which includes home-delivered and congregate meals. Older Americans Act was to help seniors stay as independent as possible in their homes and communities. In addition, it helps seniors avoid hospitalization and nursing-home care and, as a result, saves federal and state funds that otherwise would be spent on such care.

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Van Left Side



3 Months	6 Months	12 Months
\$135 each	\$125 each	\$110 each

Bus Left Side



3 Months	6 Months	12 Months
\$265 each	\$255 each	\$235 each

Bus Rear



3 Months	6 Months	12 Months
\$265 each	\$255 each	\$235 each

Small Side



3 Months	6 Months	12 Months
\$125 each	\$115 each	\$105 each

2017 Ad Sizes and Rates

- Available in 3, 6, or 12-month contracts.
- Rates do NOT include design or production cost.
- The minimum contract term is three months.
- Choose your market area or the entire fleet.

Support Your Communities

With your advertising dollars, you support your community. Your advertising supports needed services delivered by the Upper Cumberland Human Resource Agency throughout the Upper Cumberland region of Tennessee.

Car



3 Months	6 Months	12 Months
\$125 each	\$115 each	\$105 each



Small Rear

3 Months	6 Months	12 Months
\$125 each	\$115 each	\$105 each

Production Information

Production for all advertisements is the responsibility of the advertiser.
 All advertising is subject to UCARTS & Meals on Wheels approval prior to production and may be declined if considered objectionable.

It is not the intent by permitting advertising to provide a forum for all types of expressive ideas. The purpose is strictly the sale of commercial advertising space.

All materials for advertisements are to be short-term material easily removed. The material is to be comparable to 3M Controltac, 3M Scotcheal, or Oracal vinyl. The material used on glass is to be see through and easily removed comparable to above materials.

For More Information

UCARTS & Meals on Wheels
 580 South Jefferson Ave., Suite B
 Cookeville, TN 38501

(931) 528-1127
 (931) 261-0791

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