



ADVERTISING ON T-LINE

Let's put your message where it makes an impact. Choose from three dynamic advertising spaces: **STREETLINERS** transform the entire side of our buses into your moving billboard, **INTERIOR SIGNS** catch riders' attention during their journey, and **BACK PANELS** turn rush hour traffic into a captive audience.

LOOKING FOR MAXIMUM VISIBILITY?

Combine locations and routes for greater impact. Review our route map to determine where your target audience lives.

TRACK YOUR INVESTMENT

To help you track your campaign's success, you're encouraged to entice customers to use QR codes, unique URLs, hashtags, or custom phone numbers on your advertisements.

HOW TO GET ROLLING

From contract to implementation takes around 4 weeks. Our design team can help create your ad (additional fee), or we'll work with your existing artwork. Graphics printing costs are additional.

STREETLINERS

Starting at \$450 a month for half-window ads and \$800 a month for full-window ads.

Because your billboard shouldn't sit still.

Transform our bus side into your moving canvas. 182 miles of daily exposure at eye-level.

INTERIOR SIGNS

Starting at \$75 a month for 8.5x11 ads.

Where waiting becomes wanting.

Connect with riders for the duration of their commute. Multiple size options to catch their eye.

BACK PANELS

\$500 a month for back window ads.

Turn traffic into marketing magic!

Make rush hour your power hour. When they're stuck behind us, they're focused on you.

READY TO MOVE?

Call 903-794-8883 or visit T-LineBus.org



THE T-LINE ADVANTAGE

8 ROUTES • MULTIPLE STOPS • ENDLESS POSSIBILITIES

- Your brand reaches people across four cities
- 13 hours of daily can't-miss visibility
- 3 ways to showcase your message
- Eye-level brand impact where shoppers spend
- Support local transit while building your brand
- Your message flows with daily routines



MULTI-CITY EXPOSURE THAT KEEPS YOUR BRAND MOVING

WHY ADVERTISE ON T-LINE?

Tired of digital ads getting blocked or ignored? Break free with T-Line bus advertising. Our buses cover 182 miles daily across Texarkana (AR & TX), Wake Village, and Nash. For 13 hours each day, your message moves at eye-level through high-traffic areas, connecting with customers where they live, work, and shop. Unlike static billboards or fleeting digital ads, your brand stays dynamic, following the natural flow of daily life.

IMPACT THAT MOVES WITH YOUR MARKET

When your brand hits the streets with T-Line, the numbers tell a powerful story. Research shows 83% of consumers remember transit advertising within 30 minutes of shopping, making it a direct driver of purchase decisions. Bus advertising doesn't just catch eyes - it prompts action, with viewers 17% more likely to engage with brands on mobile devices. Need proof? When Wendy's in Boston took their message to transit, tracked visits jumped 63% compared to non-exposed customers. That's the power of meeting your audience where they move.

INVESTING IN OUR COMMUNITY

Every advertising dollar you spend with T-Line does double duty. While your brand travels our routes from 5:30 AM to 6:20 PM Monday-Saturday, your investment helps sustain vital transportation for students heading to class, patients making medical appointments, and workers commuting to jobs. These flexible advertising funds allow T-Line to enhance services and maintain affordable fares for veterans, elderly, and persons with disabilities. By choosing T-Line, you're not just growing your business; you're strengthening the public transit system that connects and empowers our community.

STRATEGICALLY ROUTE YOUR MESSAGE

With eight distinct routes crisscrossing Texarkana, your brand can go exactly where your customers are. Place your ad on multiple bus routes and watch your reach multiply while your costs decrease with our multi-route discounts. Your message can blanket high-traffic corridors or focus on specific neighborhoods – the route to success is yours to choose.