

MEDIAKIT2015



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www.TaxiMediaSolutions.com

ABOUT US

Taxi Media Solutions has just celebrated its 5th Anniversary in providing high quality taxi advertising.

At Taxi Media Solutions we offer advertising services to companies that are looking to employ taxi marketing techniques as the cornerstone of their marketing program.

Taxi advertising is a cost-effective method used to reach your target audience. Our company's objective is to build quality and lasting relationships with our customers by providing them with a successful taxi advertising solution while capitalizing on their Return on Investment (ROI).

ADVERTISING WE OFFER

- TAXI TOPS
- FULL & PARTIAL SEDAN WRAPS
- REAR, SIDE WINDOW & SEAT WRAPS

WHAT AMOUNT OF TIME DOES A
TAXI SPEND ON THE ROAD?

D.E.C. 20 hours a day 5am - 1am

WHY TAXI ADVERTISING?

Cabs average 2,000 miles weekly and generate approximately 10,986 impressions per day.

»“Taxi advertising offers superior levels of recall (45%), reaching a local business and tourist audience en route to and from the airport, sporting events, shopping centers and restaurants.”

»Taxi Advertising delivers one of the lowest cost per impression (CPI) of all major media.

»Daily Effective Circulation (DEC) 20hrs 5am – 1am

»Taxi deliver a high level of reach and frequency by traveling an average of 2,000 miles per week. Taxis can help build a brand or drive foot traffic.

»Taxi Advertising works! Your advertising is going to be constantly on the move.

»This is an effective way of taking your advertising to the consumer.

»Our illuminated tops deliver impact day and night.

»Taxis offer an eye-level, mobile message. Which dominates in city centers.

»24 hours a day, 7 days a week, all month long.

»Taxis follow the population flow throughout the day.

»Taxi advertising offers a standalone advertising message targeting pedestrian, vehicular and in-taxi audiences.


FACTS

 **2,000 miles** One cab Average 2,000 miles weekly

 Taxis Generate as many as 10,986 impressions per day **10,986**

 **lowest CPM** Mobile Advertising has turned into a \$3.64 billion global industry, providing one of the lowest CPM of all media

Taxi Advertising Message is a walking billboard seen 24 hours a day, 7 days a week **24/7**



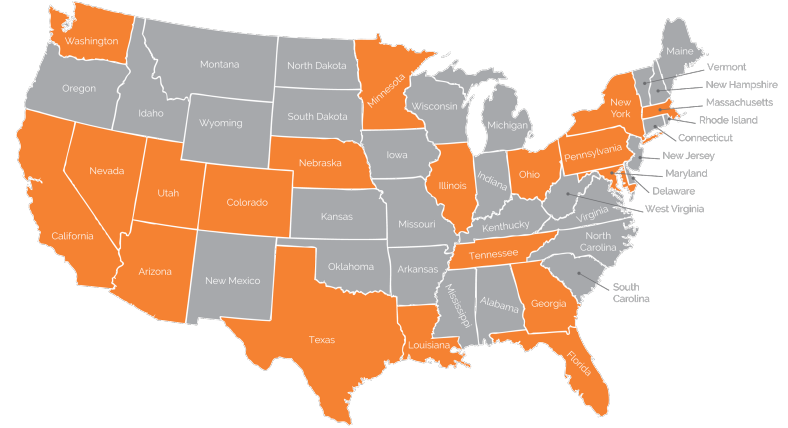
QUICK FACT

Your message is seen 24 hours a day, 7 days a week!

COVERAGE

Mobile Advertising has turned into a \$3.64 billion global industry, providing one of the lowest CPM of all media.

- | | | |
|--|--|---|
| Arizona
Phoenix | Illinois
Chicago | Pennsylvania
Pittsburgh |
| California
Los Angeles
San Diego
San Francisco | Louisiana
New Orleans
Shreveport | Rhode Island
Newport |
| Colorado
Denver | Maryland
Baltimore | Tennessee
Memphis |
| DC
Washington DC | Massachusetts
Boston | Texas
Austin
Dallas
Galveston
Houston
San Antonio |
| Florida
Bradenton
Clearwater
Daytona
Ft Lauderdale
Ft Myers
Jacksonville
Miami
Orlando
Sarasota
St Augustine
St Petersburg
Tampa
West Palm Beach | Minnesota
Minneapolis | Utah
Salt Lake City |
| | Nevada
Las Vegas | Washington
Seattle |
| | New York
Buffalo
Long Island
Manhattan | |
| | Nebraska
Lincoln
Omaha | |
| | Ohio | |
| Georgia
Atlanta | Cleveland
Colombus | |



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| Baja California
Los Cabos* | D.F.
Condesa*
Polanco*
Roma* | Quintana Roo
Cancún |
|--------------------------------------|--|-------------------------------|



NOT IN YOUR CITY?

We keep expanding on a regular basis, please contact us for the current coverage.

ANOTHER REASON TO HIRE US



TOP BRANDS USE TAXI ADS

*Not all the taxis displayed here have been done by Taxi Media Solutions

ARTWORK SPECIFICATIONS

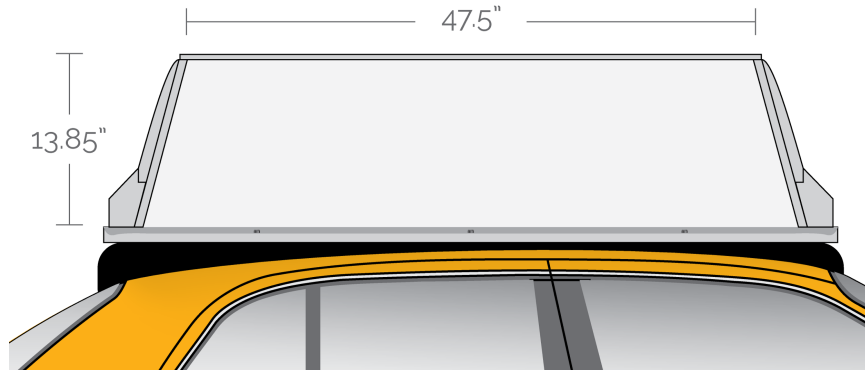
FILES GUIDELINES

Scale: 100%
Resolution: 350 DPI
Acceptable formats: EPS, AI, PDF, INDD, PSD, TIFF, JPG
(All text MUST be converted to outlines)
Color mode: CMYK
Maximum file size: 200 MB.

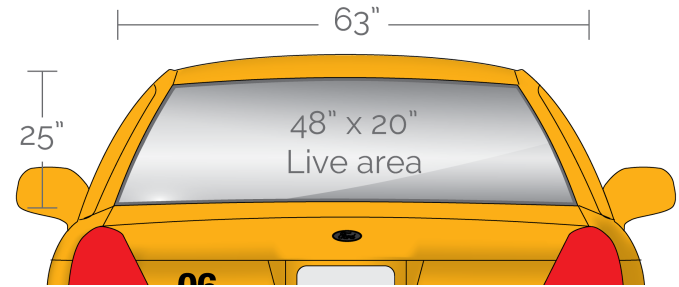
RECOMMENDATION

Make a short copy, keep it simple.
Your AD must have few words.
Use Bold Colors.

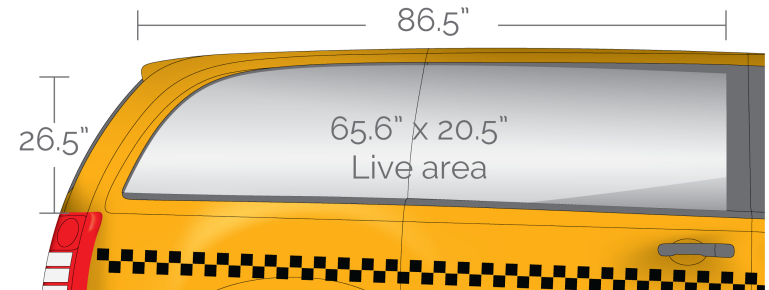
TAXI TOP SIGN



REAR WINDOW



SIDE WINDOW



NEED MORE INFORMATION?

Contact our design department at 855-4-TAXIAD for additional information or send us an email design@taximediasolutions.com

CREATIVE RESOURCES

COLOR CONTRAST

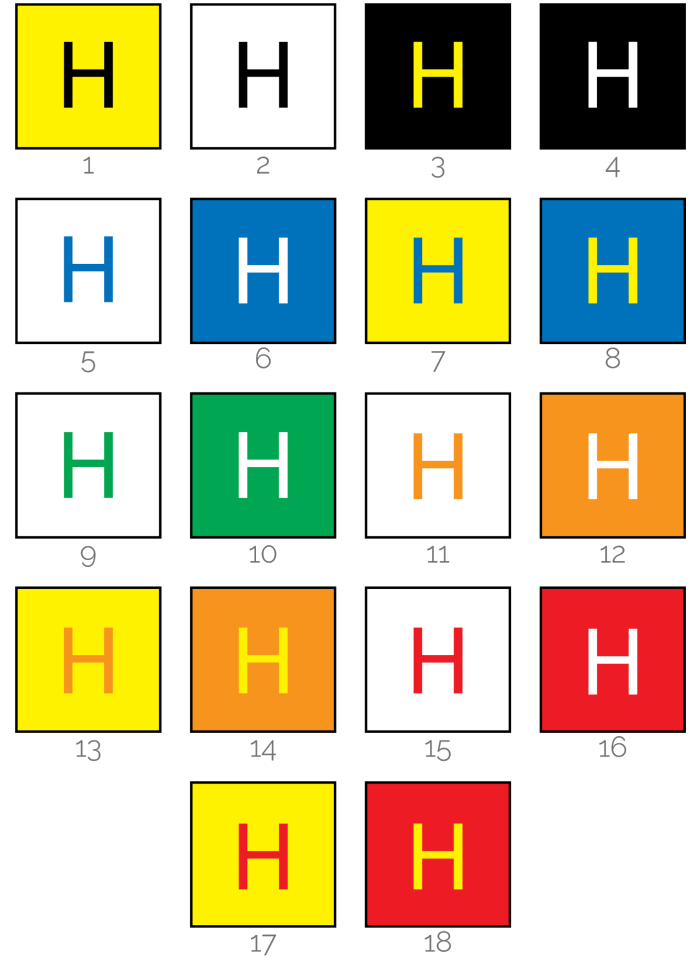
Here are 18 color combinations tested for visibility at various distances by the OAAA.

Visibility is ranked in the sequence shown, with "1" the most visible and "18" the least visible.

READABILITY

It is essential that outdoor designs are easy to read. Choose colors with high contrast in both hue and value. Contrasting colors are viewed well from great distances, while colors with low contrast will blend together and obscure a message. In fact, research demonstrates that high color contrast can improve outdoor advertising recall by 38 percent.

HIGH CONTRAST	
VIBRATIONS	LOW VISIBILITY
VIBRATIONS	HIGH VISIBILITY



SOURCE

Outdoor Advertising Association of America, Inc. <<http://www.oaaa.org/>>.

PROOF OF ADVERTISING

Area: Tampa

Client: Tampa Bay Lightning

Taxi Company: Yellow Cab of Tampa



NEED MORE INFORMATION?

Contact our design department at 855-4-TAXIAD for additional information or send us an email design@taximediasolutions.com

OUR TEAM: TMS

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