



A medium with superior levels of recall, reaching a local, business and tourist audience.

taxi displays

Benefits

- Taxis are a demand led medium
- Taxis follow the population flow throughout the day
- An excellent point of sale medium. Taxi advertising brings your message within close proximity to the buying decision
- Fantastic at reaching businessmen, tourists and the convention trade
- The design size is the same proportion as a 14x48 bulletin, making artwork easy
- Taxis are never "zoned out," ensuring that you reach all of the affluent, upscale neighborhoods
- Eye-level mobile medium, pedestrian, vehicular and in-taxi audience
- Dominant in city centers

Distribution

- Located in most major markets in US

Size

- 2 Sided Tops:
Finish Size: 14" x 48"
Art Size: 7" x 24"
- Rear Panel:
Finish Size: 14" x 30"
Art Size: 7" x 15"
- 3 Sided Tops:
Finish Size: 14" x 48"
Art Size: 7" x 24"
- Taxi Trunk
Finish Size: 14" x 3"
Art Size: 7" x 18"

Production

- Vinyl substrate backlit insert.

Contract Terms

- Typically purchased 4 - 52 weeks.

Digital Requirements

- Digital resolution at this scale is best at 600dpi but can be as low as 300dpi
- Supply on Macintosh formatted CD or DVD
- Software: Illustrator, Photoshop, Freehand & QuarkXpress
- Specify Pantone colors for all flat tones.
- Include both screen and printer fonts OR convert to paths/outlines
- Photoshop imports must be saved as .eps or .tif
CMYK images
- A color print out of layout for color matching



For more information, please call 800-609-5259 or email us at: info@billboardsource.com.