



**POINT OF
PURCHASE**

**TOURIST
AUDIENCE**

Superior
RECALL

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 U.S. markets

PRODUCTION

- Vinyl substrate backlit insert.

CONTRACT TERMS

- Typically purchased 4 - 52 weeks.

SIZE

- 2 Sided Tops:
Finish Size: 14" x 48" Art Size: 7" x 24"
- 3 Sided Tops:
Finish Size: 14" x 48" Art Size: 7" x 24"
- Rear Panel:
Finish Size: 14" x 30" Art Size: 7" x 15"
- Taxi Trunk
Finish Size: 14" x 36" Art Size: 7" x 18"

DIGITAL REQUIREMENTS

- 600dpi at 1/2" = 1' scale. CMYK file
- Submit files with online file transferring website or FTP
- Software: Illustrator, Photoshop, & InDesign
- Specify Pantone colors for all flat tones.
- Include font files OR convert to paths/outlines
- Photoshop exports must be saved as .eps or .tif images