



# LONDON CAB MEDIA

## GRAFFITI



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### Contact

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## Why London Cab Media?

- **Unbelievable Impact:** Break through the clutter with an eye level and eye catching campaign, these cabs look fantastic giving brands instant attitude and presence.
- **Flexible:** These cabs offer great flexibility from a short burst campaign through to a long term branding exercise.
- **Public Relations:** These vehicles offer endless opportunity to build brand awareness and create goodwill with your target audience through PR activity. Impress clients and potential customers by arriving or fetching them in your business card a branded taxi!
- **Point of sale:** These vehicles can be seen in and around key hotspots, retail, restaurants and pubs. Their proximity will trigger sales.
- **High Level of Frequency:** These taxis are extremely busy servicing the major airports, hotels, business and shopping centers. These vehicles will certainly become part of your customer and target audiences lifestyle.
- **High-status:** These taxis are cleaned daily and kept in immaculate condition. This is most definitely an outdoor format for prestigious brands.
- **Mass and Choice:** A high level of consistency ensures that high quality campaigns reach a mass audience.



## Accountability from campaign start to finish!

Taxi media tracks your campaign as soon as it starts through the Diplomat™ tracking system. Posting reports will be sent directly to you, detailing:

- Date of transfer
- Duration of transfer
- Pick up of transfer
- Destination of transfer
- Client name



## Internal Branding Opportunities

Advertising in the interior is the perfect format to display informative messages to an audience who do not have time to consume traditional media.

- **Flip Seats:** These are excellent opportunities to display detailed messages to a captive audience in unusual and eye-catching ways. With an average journey time of 20 minutes, your audience has plenty time to digest your message.



## Media Rates (per cab per month)

### External Media - Branded Cab

3 MONTHS	6 MONTHS	12 MONTHS
R 14,900.00	R 13,500.00	R 11,900.00

### Internal Media - Flip seats

3 MONTHS	6 MONTHS	12 MONTHS
R 1,500.00	R 1,300.00	R 1,100.00

## Production Rates (per cab)

- 🚗 Fully Wrapped Cab – Full colour, full digital self adhesive vinyl – R12 500.00 per vehicle
- 🚗 Branded Flip Seats - R500.00 per vehicle
- 🚗 Contravision for rear and side windows - R1 000.00 per vehicle
- 🚗 A standard design prep file fee of R1 470.00 is charged to all clients/agencies
- 🚗 A branding stripping cost of R950.00 per vehicle will be charged on all campaigns
- 🚗 Design and production preparation is charged at R490.00 per hour

### LONDON CAB MEDIA: Terms & Conditions

1. All media rates exclude agency commission and VAT.
2. All production rates exclude agency commission and VAT.
3. A courier cost of R450.00 per vehicle will be charged for all branding required outside of the JHB region.
4. Space on the vehicles is subject to availability.
5. All repro is to be supplied by the client or alternatively Graffiti will quote on repro for clients account.
6. Rate card is effective 01 March 2009.

