

CAB SCREENS

GRAFFITI

Why Cab Screens?

In South Africa the taxi is playing an increasingly important role in today's urban lifestyle. Advertising in the interior is a perfect format to display informative messages to an audience who do not have time to consume traditional media.

- **Internal Advertising Opportunities:** These taxis are extremely busy servicing the major airports, hotels, businesses, shopping centres, social events, sporting events, bars and restaurants. What better way to reach those consumers and target audience's who regularly spend time out of home.
- **Digital LCD Screens:** Clients get a complete brand experience through interactive digital screens inside the taxis with a variety of content and stereo sound, showing TV ads, static ads, live news, weather, sport & finance updates.
- **Internal Screens Reach**
- **High Level of Frequency:** There is a fantastic opportunity to display a strong internal message to a captive and high LSM audience inside these vehicles. With an average journey time of 18 minutes, your audience has plenty of time to digest your message!
- **Internal Screens Frequency**

No of cabs	100
Average passengers per transfer	2.8
Operating Days	30
Average transfers per day	17
Average total number of people transferred on a monthly basis based on 100 cabs	142,800

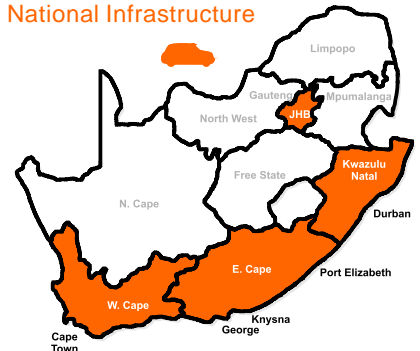
Number of loops per hour	4
Operating hours per day	16
No of showings per day	64
No of showings per month	1920

Average Loop Time (mins)	15
Average Drive Time (mins)	18

Content	35%
Advertising space	65%



●●● National Infrastructure



airports business restaurants hotels retail centres hotspots

Cab Screen Rates

Playing Ads (30 Seconds)

NUMBER OF SCREENS	0 – 30	31 – 60	61 – 100
0 – 3 MONTHS	R 400	R 380	R 360
4 – 6 MONTHS	R 380	R 360	R 340
7 – 9 MONTHS	R 360	R 340	R 320
10 – 12 MONTHS	R 340	R 320	R 300

Max package	R 360,000
Total persons transferred annually	1,713,600
Cost per person (cents)	R 0.21

Static Ads (10 Seconds)

NUMBER OF SCREENS	0 – 30	31 – 60	61 – 100
0 – 3 MONTHS	R 220	R 209	R 198
4 – 6 MONTHS	R 209	R 198	R 187
7 – 9 MONTHS	R 198	R 187	R 176
10 – 12 MONTHS	R 187	R 176	R 165

Max package	R 198,000
Total persons transferred annually	1,713,600
Cost per person (cents)	R 0.12

Reach over 1.7 million people annually through our national network of screens in JHB, CT & Dbn.

Production & Transfer Rates:

Post Production:

Animation (3D)	R 895 per hour
Editing	R 895 per hour
Effects & Compositing	R 1 095 per hour
DTP (still images)	R 595 per hour

Digital Transfers:

Video Transfers	R 895 once off
Still Images	R 550 once off
Widgets Backgrounds	R1 500 once off
Widgets Data Feed (News, weather, sport & finance)	R1 500 once off



CAB MEDIA: Terms & Conditions

1. All media rates exclude agency commission and VAT.
2. Space is subject to availability.
3. Monthly media is payable on 30 days from invoice.
4. The lead time for all transfers is 2 working days, this allows time for the material to be checked for compatibility and correct format.

Contact

Johannesburg • Cape Town • Durban

011 691-8400

www.graffiti.co.za