

Cab Top Media

GRAFFITI



Why Cab Top Media?

- Unbelievable Impact:** Double sided illuminated media which is eye level, eye catching and certain to be noticed in and around daily life.
- Flexibility:** This form of media can be used for short burst campaigns through to lengthy brand awareness exercises.
- Point of sale:** These vehicles can be seen in and around key hotspots, retail, restaurants, pubs, concerts and stadiums. Their proximity will trigger sales.
- High Level of Frequency:** These cabs are extremely busy servicing the major airports, hotels, businesses and shopping centres. The rate of recurrence of the vehicles creates ultimate brand receptiveness.
- Immaculate Status:** The fleet of cabs are maintained, cleaned and kept looking pristine at all times giving a fresh cutting edge to your brand.
- Mobile Brand Awareness:** Cabs follow the nation giving your brand extensive reach and exposure.





Media Rates (per Cab Top per month)

1 - 49 CAB TOPS	50 - 99 CAB TOPS	100 + CAB TOPS
R 1,400.00	R 1,295.00	R 1,225.00



Production Rates (per Cab Top)

Double sided illuminated Cab Top - full colour print, self adhesive vinyl - R325 per Cab Top.

Cab Top 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 order will be charged for all branding required outside of the JHB region.
4. Space on the Cab Top 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. Design and production preparation is charged at R490.00 per hour.
7. Minimum contract period is 3 months.
8. Rate card is effective 01 June 2009.



Contact

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airports

business

restaurants

hotels

retail centres

hotspots