

## Taxi Top Media Rates

**Three-face combination** placements consist of one left, one right and one rear ad face. A three-face combination can be implemented by specifying that all three faces be placed on a single taxi, by specifying that a single face be placed on three separate taxis or any mix therein. The former promotes frequency, the latter reach. Combination ad faces are purchased in multiples of three and generate 35,000 impressions daily.

	Total number of faces in 3-face combinations			
	1-14	15-29	30-44	45+
1 - 6 Months	\$100	\$95	\$90	\$85
7 - 12 Months	\$90	\$85	\$80	\$75

**Rear Only** placements consist of single ad faces placed predominantly on the rear ad panel. Rear ad faces generate 13,000 impressions daily.

	Total number of rear ad faces			
	1-14	15-29	30-44	45+
1 - 6 Months	\$125	\$120	\$115	\$110
7 - 12 Months	\$115	\$110	\$95	\$90

- Rates are per ad face, per month.

## Production Options and Rates

- Ad trim & live area: 38" w x 12.5" h
- Printed on translucent vinyl with weatherproof/waterproof UV inks
- Ad creation services: - \$60 per hour
- Ads revisions and replacement can be accommodated per the pricing above

