

Bangkok Taxi Media Group

Bangkok, Thailand

“2011 - The World’s Best City”

As proclaimed by Travel and Leisure Magazine



Bangkok Taxi Advertising

4 OPTIONS FOR YOU

- * TAXI TOPS
- * DIGITAL HEADREST TVC
- * 3 – PANEL WINDOW GRAPHICS
- * INTERIOR SEAT PANELS



www.bangkoktaxiads.com

Bangkok number
New York
Los Angeles

+668-8012-0084
212.203.5635
213-293-3053

Rates

Units	Daily Per Taxi	Monthly
50	\$3.39	\$4,750
100	\$3.39	\$9,500
250	\$3.39	\$23,750
300	\$2.85	\$25,650 10% discount
500	\$2.53	\$38,000 15% discount
501 +	To Be Quoted	

*Production costs will be quoted based on volume.
300 Units Rates and 500 Units Rates includes discounts*



conner@SMGlobal.co
nancy@SMGlobal.co

TAXI TOPS



Dimensions: 13 inch x 37 inch



Roof tops are the largest advertising medium in our portfolio. These illuminated signs deliver maximum impact DAY and NIGHT! 24 hours/7 days a week

- Low cost per thousand impressions.
- High reach, high frequency inescapable viewing.
- Advertising exposure that can't be thrown away like newspapers or magazines.
- Dramatic illuminated signs providing visible ads both night and day.
- Prime location, location, location — taxis go where people go.
- Takes your message to the consumer.
- Illuminated Top Taxis are the only public transport vehicle operating 24 hrs/day, 7dys/wk with access to all areas of the City and increases audience impact by 16%

Rates

Units	Daily Per Taxi	Monthly
50	\$1.17	\$1755
100	\$1.17	\$3510
250	\$1.17	\$8775
300	\$1.05	\$9,450 10% discount
500	.99	\$14,850 15% discount
501 +	To Be Quoted	

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3 – PANEL WINDOW GRAPHICS



Passenger Side Windows each side Size: A3 – 42 cm x 30 cm
Size: 60.53 in x 11.81 in

Rear Window Size 130 cm x 35 cm
Size: 57.181 in x 13.78 in

Window Graphics – 3 sided – For three windows of media space inventory

- Seen in all trendy and populated areas of the city. Your choice of Malls, Schools, Nightclubs, Convention Centers, Business Parks, etc.
- Only vehicle that have 24 Hour- Runs all day – all night
- Mobile window advertising has a 97% recall rate and boosts name recognition 15 times greater than traditional forms of advertising (Source: Arbitron Outdoor 2011; Product Acceptance & Research)
- Taxi media delivers one of the lowest cost per thousand (CPM) of all major media.
- Taxis deliver a high level of reach and frequency by travelling an average of 5,000 km (3106.855) per week. Taxis can help build a brand or drive foot traffic.
- Taxis offer an eye-level message , making them dominant in city centers.
- Taxi advertising offers a stand -alone advertising message , targeting pedestrian & vehicular, audiences.

Rates

Units	Daily Per Taxi	Monthly
50	.88	\$1325.50
100	.88	\$2,651
250	.88	\$6,628
300	.79	\$7,158 10% discount
500	.75	\$11,265 15% discount
501 +	To Be Quoted	

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INTERIOR SEAT PANELS



Dimensions: 31.5cm x18cm
12.402 in x7.086 in



Interior panels are innovation products located on the back of the front seats. It has a large surface for your message. In addition, there is a pocket where a brochure or flyer can be placed, encouraging your potential customers to take your message with them from the taxi.

- Taxis are a captive environment, conducive to customer engagement
- High reach frequency, inescapable viewing
- Advertising you can't switch off like TV and Radio
- Your consumer can literally take your message home with them
- More involved advertising
- Greater effectiveness
- Refilled on a daily basis ensuring your message leaves with the customer

**NUMBER OF VIEWS PER MONTH PER 100 TAXIS:
1.3 PASSENGERS X 36 TRIPS X 30 DAYS X 100 TAXIS = 140,400**

Rates

Units	Daily Per Taxi	Monthly
50	\$3.54	\$5,315
100	\$3.54	\$10,630
250	\$3.54	\$23,750
300	\$3.18	\$28,701 10% discount
500	\$3.01	\$45,175 15% discount
501 +	To Be Quoted	

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DIGITAL HEADREST TVC



Screen Size 8 inches



Screen Size 8 inches

Each Ad runs 35 seconds on a video "Theater" that runs 18 to 24 minutes. This is the same as the average taxi ride so each passenger will see the loop through once. And "Icon" buttons that call up the interactive programs on the screen.

The latest interactive Touch Screen Tv with Gps, 3G system, Bluetooth & an internationally proven track record for delivering outstanding results.

- Viewers select the information that interests them
- The interactive advertising itself is entertaining, so they can do quizzes, play brand games, answer questions, see product demonstrations and enter promotions
- The result is **dramatically longer viewing times (usually 80+ seconds** versus 2 to 6 seconds for most other print and outdoor media.)
- Taxis are a captive environment, quiet, 1-on-1, conducive to consumer engagement
- Time-based advertising
- Location-based advertising
- Download Apps and Coupons to mobiles
- SMS direct from the screen

Los Angeles 213.361.5265
New York 212.203.5635

24hr Bangkok Line 310.734.6800
Bangkok +66(0)2-346-3647



Please note:

Contract Terms

Ads can be spread out over a year's time

All contracts are 3 months minimum

Any contract that does not meet the 3 months minimum terms will be subject to premium pricing. Please inquire.

Any ads that are 6 months or 12 months are subject to volume discount pricing.

All contracts are on a pre-paid basis.

All contracts will be paid based on the current exchange rate of the country where media will be displayed.

Payment Terms

Payments will be accepted through wire transfers only.

Space payments will be due 7 business days in advance of posting projected start date.

All applicable taxes apply

Production Deadline

Production will be due 10 business days in advance of projected start date.

For more information:

Bangkok number	+668-8012-0084
Los Angeles	213.293.3053
New York	212.203.5635

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International brands doing business in Bangkok



BTM
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Brand