

# Moving Billboards. Reno Taxi Cab Advertising Media Kit

For more information or to reserve your space: 775.327.4200 x1,  
laura@cc.media

# Why Taxi Cab Advertising? Moving Billboards!

- Imagine having your name on every major highway and roadway in Northern Nevada every day! Reaching hundreds of thousands of current and new residents, visitors and tourist.
- Imagine having your brand, name and messaging in front of your competitors locations every day!
- Taxis go where the people go and gets them talking...

**With 120 taxis running up to 24 hours per day, and over 100,000 cab rides per month, taxi tops and taxi wraps can deliver exponential impressions to your consumers on a daily basis.**

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# Taxi Wrap Advertising

- Maximize your campaign and engage the community with unique, full vehicle, taxi wraps.
- Enhance your messaging and grab the attention of on-the-go consumers.



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## Taxi Top Advertising

- High-impact, customizable, brand messaging.
- Eye-level and backlit, taxi tops provide a 360-degree view and delivers prominent messaging day and night.
- Mass reach in high traffic and prominent areas

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# Taxi Cab Tops

Increase your brand's awareness by highlighting your product in the busiest areas of town. All taxi tops are 3-plex cab tops. You can purchase one, two or all three positions on each cab.

## Availability:

- 120 taxis.
- Purchase 30, 60, 90 or 120 cabs
- Purchase 1, 2 or 3 panels per cab
- Time commitment: 3, 6 or 12-month intervals.
- Cost per panel is based on quantity and length of term.

## Costs:

3 month term: \$90./panel  
6 month term: \$75./panel  
12 month term: \$60./panel

## Quantity Discounts:

90 panels: 5% discount  
120 panels: 10% discount  
180 panels: 15% discount

# Taxi Cab Full Wraps



Increase your brand's awareness by highlighting your product in the busiest areas of town and right in front of your competitors.

## **FULL CAB WRAP**

Wrap 10, 30, 60 or 80 cabs in town!

## **INVESTMENT**

10 cabs: \$3500 per cab per year

30 cabs: \$3200 per cab per year

60 cabs: \$3000 per cab per year

80 cabs: \$2750 per cab per year

Additional option to include the three panels on top of the car for an additional \$1200 per year per cab. Purchase 80 cabs and you may have a handout placed inside of each cab.

Please note: Production and installation costs are not included.

# Taxi Cab Artwork



## Artwork requirements:

- Artwork for wraps must be approved by the Nevada Transportation Authority.
- Any color or design can be approved but must be requested for approval before production.
- All artwork must include cab company information (i.e. phone #, CPCN # and Reno Sparks Cab with 6" letters and numbers).
- You may have your artwork and installation produced by any company that can wrap vehicles in Reno, NV. Production of wraps is estimated to cost \$1,400 to \$2,600, depending on quantity and type.

# Reno Sparks Cab Company

Reno Sparks Cab Company offers a wide variety of services to meet the transportation needs of their customers. Their daily operations are focused on their customers and drivers to ensure growth and operational success. This means, through 3-plex cab tops and vehicle wraps, Reno Sparks Cab Company can meet your needs and maximize impressions to reach your audience and more consumers, faster.



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To Get Started with your Moving Billboard Advertising Campaign today call or email us.

CCMedia Advertising Sales...

Laura Partridge, President

Laura@cc.media

775.327.4200 x1

Cell: 775.742.9850