

# WHY TAXI-TOP ADVERTISING?



## Why Taxi Tops Work!

- **POTENTIAL CUSTOMERS:** Our taxis travel where the heaviest concentrations of people are located including: Busy Downtown Areas, Airports, Hotels, Convention Centers, Major Highways and Sporting/Entertainment Events.
  - **METROWIDE COVERAGE:** Blanket the Metro-area keeping your message “top of mind”.
  - **DEMOGRAPHICS:** Expose your business to a large segment of the City’s population - day and night - every day - all over town!
  - **FREQUENCY:** Those who repeatedly see your ad on streets and highways will have a higher advertiser awareness and brand recall.
  - **MOBILE ADS:** Take your message into areas that restrict or have limited outdoor advertising.
  - **INEXPENSIVE:** Taxi-tops are a fraction of the cost charged for billboards, TV, and radio - we deliver one of the lowest costs per impression.
- **L.E.D. ILLUMINATION:** Our patented Shark-Fin signs offer the brightest signs in the industry which has been shown to increase audience impact by 16% according to OAAA.
  - **REACH - FREQUENCY:** Taxi tops are viewed throughout the community by your target audience for at least 15 hours a day offering your business inescapable exposure.

