



## 2017-18 Advertising & Production Rate Sheet



# Vehicle Wraps & Pricing

## Half Cab Vehicle Wraps

### Monthly Ad Cost

Your ad cost is \$500 per car with a 5 car minimum including a flat rate fee of \$535 for artwork setup and installation. **Pricing for custom artwork will be quoted per project.**

**Are you ready to invest in mobile marketing?** Whether you are looking to integrate your own artwork into our vehicle template designs or have your own custom artwork developed by our creative team, YellowCabCo. can deliver ad solutions that engage your audiences on the street...all year round.

## Rear Car Window Wraps

### Monthly Ad Cost

Your ad cost is \$200 per car with a 10 car minimum including a flat rate fee of \$105 for artwork setup and installation. **Pricing for custom artwork will be quoted per project.**

# YCN Commercial Production

## Integration Of Customer's Own Creative

Price Quoted Per Project

## Creation Of Ad Using YCN's Creative Team

Price Quoted Per Project

Our unique platform and process allows you the flexibility to integrate your existing creative or have our team of creative professionals write, design and shoot a new ad to integrate into our unique advertising platform.

### Finished Creative

No cost to customer when they supply their own ad to the YCN. Finished ad must be 800w x 600h pixels and shot at 29fps in mp4 format.

### Asset Design & Integration

Customer supplies static images, photos, music and voice over along with a script. YCN will compose ad with available assets at \$125/hr.

### Average Slide Quantity

:15 second ads are approximately 5-7 slides long / :30 second ads are approximately 7-12 slides long / :60 second ads are approximately 15-20 slides long all depending on length of script.

**01** / Ad can be produced from video shot on location

**02** / Voice over talent and scripting is available.

**03** / Post production editing (Including simple on screen graphics).

**04** / Music will be provided through an online catalog subscription, if other customized music or on camera talent fees are requested additional fees would apply.

**05** /Final product will be provided in an HD format with online uploading capabilities.

# Yellow Cab Network



\*Source / Edison Media Research, Ad Effectiveness Study, June 13-30, 2014, NYC. 316 Respondents



90% of Passengers Watch The Programming\*



86% Likely To Seek Info About The Advertising\*



56% Remember Specific Ads That They Saw\*



69% Intend to Buy The Products That Are Advertised On YCN\*

## A New Way To Reach Your Customers

The Yellow Cab Network is unlike any other advertising opportunity in Des Moines metro. A video loop begins the second a passenger steps foot into the cab. The 12-minute video loop includes short clips from TV shows like Jeopardy! and Jimmy Kimmel Live, interspersed with local ABC5 news and business ads. This service is ideal for capturing the attention of passengers looking for entertainment options and other business services in the metro while traveling via Yellow Cab. YellowCabCo. provides production services to create an ad for your business, or the network can simply run a preexisting spot from another broadcast outlet.

# YCN Advertising Rates 2017-18

## Regular Ad Rates

Starting as low as 3 cents per impression\*

DAYS	AD LENGTH	24 Hours / 7 Days A Week
MON - SUN 4-WEEK RUN	:15	\$500/Mo.
MON - SUN 4-WEEK RUN	:30	\$750/Mo.

## Weekend Ad Rates

Starting as low as 7 cents per impression\*\*

DAYS	AD LENGTH	24 HOURS A DAY
FRI - SUN 4-WEEK RUN	:15	\$350/Mo.
FRI - SUN 4-WEEK RUN	:30	\$500/Mo.

## Premium Pricing / First ad to play at the start of the ride

Starting as low as 5 cents per impression\*

DAYS	AD LENGTH	24 Hours / 7 Days A Week
24 Hours 7 Days	:60	\$1070/Mo.

\*Based on an estimated 21,500 impressions per month

\*\*Based on an estimated 8,600 impressions per month

All pricing is subject to change quarterly based on inventory. **Add GEO Targeting to any ad for an additional 30% fee.**

Direct all inquiries to:

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For more information go to:

**[yellowcab.cab/advertise-with-us](http://yellowcab.cab/advertise-with-us)**