

NYC Taxis Are About To Have A **MAKE OVER!**



"Your local *City Video Guide*"



According to the Taxi & Limousine Commission's Focus Group Survey,
Taxi Riders Prefer:

Helpful Information About *Local Restaurants,*
Shops, and Other Forms of *Entertainment*

**THAT HELPS THEM PLAN THEIR DAY AND
GET THE MOST VALUE FOR THE MONEY THEY SPEND**

WHEN RUNNING AROUND TOWN OR TAKING IN THE SIGHTS OF

"The Greatest City in America"

**Taxi Video Guide is TRANSFORMING
the Use of Interactive Touch Screens in
New York City Yellow Cabs**



"Your local City Video Guides"

DRIVE CUSTOMERS TO YOUR DOORSTEP!

Have the Undivided attention of 66,000 CAPTIVE CAB RIDERS PER DAY –
OVER 20 MILLION EACH YEAR!

*TVG will produce your 20-second high-definition video or use your own video.
Display it in more than 1,200 TAXIS for a full 46 WEEKS –
Without Breaking the Bank!*

**BE A PART OF THE NEW INTERACTIVE PROGRAM in NYC TAXIS,
Where Your Video Is The Highlight Of The Ride. NO News! NO other distractions!**

**Nov 2009 screens will be TRANSFORMED in taxis across NYC city. Don't miss this
valuable opportunity to expose your business to millions of riders!**

WHY TAXI VIDEO GUIDE?

- More economical – and more effective – than any other type of promotion or advertising medium.
- Engaging, high quality digital advertising increases your brand awareness
- AFFORDABLE & COMPETITIVE PRICES**
- Integrated Marketing Program that includes the TVG internet distribution.
- A professionally done HD video that is filmed, produced and formatted.
- Promote your business through local tourism boards, event planners, concierge services, your own website and more.
- Show your video on social networking sites like FaceBook or YouTube
- ROI: Tracking Programs available to customize Your response campaign

**LAUNCHING in 1200 NYC TAXIS and the CITY VIDEO GUIDE Web Channel on Dec 1st,
2009! Contact us for additional information or Visit us at www.yellowtaxiadvertising.com**

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