

CASE STUDY: SAN FRANCISCO

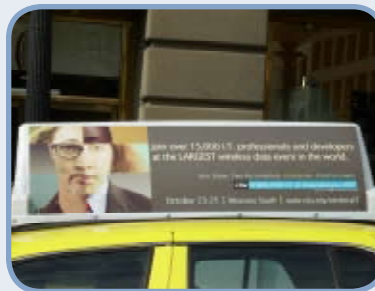
TAXI: YOUR CONVENTION CONNECTION

With an average HHI of 93K*, conventioners represent a significant targetable group that is affluent, upscale, and on the go. Taxi Media is the best way to saturate your target audience for the three to five days they are in San Francisco. From the time they arrive at SFO Airport until they leave, a Taxi Top ad will be seen over and over again.

Full Wraps and Door Wraps are a great way to create the ultimate branded vehicle and stand out with convention attendees. Utilizing the body of the vehicle enables for a larger-than-life image that stands out everywhere and creates amazing buzz. These are great vehicles to use for Staging.

Taxi Receipt advertising is a great way to put a 4-color message into the hands of many of the attendees -- several times over the course of several days. These have been very popular with convention advertisers as they request these for their expense reports!

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Things to consider:

- MACWorld
- OracleWorld
- Game Developers Conference
- RSA Security Conference
- LINUX World
- Semiconductor Conference