



## TAXI: The Newsletter

*Taxis Go Where People Go>>>*

**February 2008**

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### Interested in Taxi Media?

**Let us show you how Taxi  
Media can create efficient,  
high-impact outdoor  
exposure.**

**[Click here & I'll get you in  
touch with the right person  
immediately.](#)**

### Word of *Mouth*

*"..I cannot say enough about  
Katie, Jeff and the entire Clear  
Channel Taxi Media Team. With  
their help, the impact of our  
campaign was nothing short of  
spectacular. Every single contact  
we spoke with commented on  
our 'dominating presence' at the*

Greetings!

2008 has brought about some interesting times already. Tough talk on economics and election year politicking... Discussions on budgets being pulled back offer little comfort for both agency and media company alike. But it seems that more than a few are starting to now take this as an opportunity to advance market share as well as mindshare. That is what the market is all about: creating opportunity. As one system wanes, another is there to replace it.

But as the hustle and bustle of these tumultuous dynamics continues, 'at the end of the day,' products and services still need to be highlighted. It is worth noting that Taxis, at one of the lowest CPM medias available, take an important role in transporting people to events, malls, restaurants, and business districts. They underscore an important function in the way they can bring people to destinations, and areas of commerce. Taxis are very thematic this way and thread through virtually every area where vehicle and pedestrians congregate.

In glancing back on the last two months, there has been some exciting campaigns that we are proud to highlight. These are advertisers that have taken Taxi Media to a new level. From the inaugural ground breaking NBC OOH UPFRONT to San Francisco's QUAKE cabs, it's time for another issue of TAXI....Let's roll!

Thanks for listening~

Morgen Van Buren  
Director of Marketing  
Clear Channel Taxi Media

*show. Every single one!"*

Rocky French  
Director  
RealTree

## NY10 and The NBC OOH Upfront

NY10 was part of the ground breaking NBC Out-Of-Home Upfront. The first of its kind, the upfront presentation was in January in their infamous Studio 8H.

[\(Read the NY Times Article\)](#)

Advertisers were introduced to NY10 which features a mix of local and national news, weather, sports and entertainment content on state-of-the-art LCD screens installed in the back seat of the NY Taxis. In addition to the daily news and information, the screens give passengers the ability to track the route of their trip, as well as pay for their fare by credit or debit card in a safe, secure and speedy environment.



NY10 offers advertisers a dynamic environment to reach over 14 million New York consumers each month. They can utilize full-motion video with sound, flash animation and display ads. They can run campaigns in all or part of the NY10 network, schedule ads to run during specific times of the day and even, thanks to the GPS tracking system installed in the taxis, run only in designated geographic zones.

[For more information visit ny10taxi.com](#)

Or contact [Tom Haymond directly.](#)

## San Francisco "Earthquake Crushed Cab"

The local Bay Area Chapter of the American Red Cross used Clear Channel Taxi Media to communicate the importance of earthquake preparedness. Debris laden 3D tops were created to demonstrate the reality of California earthquakes. Super Cabs were used to promote the [american.redcross.org](http://www.americanredcross.org) website which the public can log onto and read important preparedness information. Super Cabs are Taxis wrapped along the body in an advertiser's message and includes the top. In this case, the top was substituted with a unique custom



component. Clear Channel Taxi Media is proud that our malleable medium is a part of an important public outreach campaign.

For additional information and a Media Life Magazine story, please click on:

[Read the Media Life Story](#)

Interested in Super Cabs? [Contact me](#) and I'll get you to the right person immediately.

## Digital Smart Top Launch In NY

Clear Channel Taxi Media is pleased to announce the launch of our LCD Digital Smart Tops in New York. These single screen digital Taxi Top displays are the most technologically-advanced mobile media product available! We will have 100 tops deployed by April 2008 and 200 tops by July 2008.

These programmable LCD Digital Smart Tops bring digital media to a mobile out-of-home format. Web banner-type ads, including Flash and Full Motion Video, provide flexibility, targetability and accountability.

To find out more, contact [Kevin Collins](#).

[Click here for flash demonstration of the units>>>](#)



## Tresemme's Taxi Staging

Tresemme ran a Taxi showing in New York from mid-January to mid-February to target Fashion Week. As part of their program, they implemented staging around Bryant Park during the filming of "Project Runway's" Finale. Tresemme is a major sponsor of the Bravo hit show.

Taxi stagings gets incredible attention and excitement with ads when you surround a location and dominate any event for maximum impact. Taxis can line up to create a "Wall of Ads". They can also create a caravan or roadblock for your message or give personal transportation to customers and clients for a true interactive experience. Advertisers also benefit from spectacular visual coverage and personalized impact. Taxi Staging is idea for store openings, new product launches and other special events.



## Test Your Creative

Taxi Media is putting more control in your hands. We are pleased to have launched this latest creative design innovation, Taxi Design Demo. Internet users can go to [www.taxidesigndemo.com](http://www.taxidesigndemo.com) and upload an image or creative and see how it looks applied to our entire line of vehicles! Users simply upload an image from their hard drive, and it will appear against a taxi cab as a wrap or top. Users also have control over position, scale, and can even rotate the image, to create the optimal taxi advertisement.

Take advantage of this hi-tech application in a user friendly demo for any of your clients or creative!



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