

Yellow Cab Company Taxi Advertising Program



REAR WINDOW ADVERTISING



SIX MONTH AGREEMENT

<u>No. of Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$250	\$250- \$2,250	\$8.33
10-24	\$240	\$2,400- \$5,760	\$8.00
25-49	\$230	\$5,750- \$11,270	\$7.67
50+	\$220	\$11,000+	\$7.33

ANNUAL AGREEMENT

<u>No. of Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$220	\$220- \$1,980	\$7.33
10-24	\$215	\$2,150- \$5,160	\$7.17
25-49	\$210	\$5,250- \$10,290	\$7.00
50+	\$205	\$10,250+	\$6.83



ILLUMINATED TOP SIGNS (TWO SIDES)



SIX MONTH AGREEMENT			
<u>No. of Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$300	\$300- \$2,700	\$10
10-24	\$285	\$2,850- \$6,840	\$9.50
25-49	\$270	\$6,750- \$13,230	\$9
50+	\$255	\$12,750+	\$8.50
ANNUAL AGREEMENT			
<u>No. Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$285	\$285- \$2,565	\$9.50
10-24	\$270	\$2,700- \$6,480	\$9
25-49	\$255	\$6,375- \$12,495	\$8.50
50+	\$240	\$12,000+	\$8





COMBO REAR WINDOW/TOPSIGN



SIX MONTH AGREEMENT

<u>No. of Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$500	\$500- \$4,500	\$16.67
10-24	\$490	\$4,900- \$11,760	\$16.33
25-49	\$480	\$12,000- \$23,520	\$16.00
50+	\$470	\$23,500+	\$15.67

ANNUAL AGREEMENT

<u>No. Taxicabs</u>	<u>Per Cab</u>	<u>Monthly Costs</u>	<u>Daily Costs</u>
1-9	\$455	\$455- \$4,095	\$15.17
10-24	\$445	\$4,450- \$10,680	\$14.83
25-49	\$435	\$10,875- \$21,315	\$14.50
50+	\$425	\$21,250+	\$14.17

