



WINNER OF DAILY DOOH  
'BEST TRANSPORT  
INSTALL 2015'

# DigitalTops

## TOTAL FLEXIBILITY ON DIGITAL TOPS

### NO BUDGET TOO SMALL

A vibrant and highly visible digital outdoor medium, our network of 400 unique TfL approved LCD screens broadcast stunning crystal clear HD graphics from units on the roofs of 200 iconic black taxis.

CAMPAIGN  
SCHEDULING

GEO  
TARGETING

Totally flexible buying options: 1 day - 4 weeks\*

Ads served only when engine is running

WEATHER  
TARGETING

DAY  
PARTING

Upload in real time - copy change in minutes

'Green badge' tx4 owner-drivers only

### HD LCD SCREENS

- 100% are full HD, LCD premium quality screens
- Ultra sharp and clear short and long distance viewing

### ROTATING MEDIA LOOP

- 6 x 10 second High Definition digital ads in a 60 second loop on paired nearside and offside LCD screens

### ACCOUNTABLE

- Curb Taxi Media GPS
- PlayOut reports including Post Code Reporting for GeoTargeted campaigns

