



HODGE ASSOCIATES, INC.  
 ST. LOUIS TAXI-TOP ADVERTISING  
 1951 NEWBURYPORT ROAD • CHESTERFIELD, MO 63005  
 ☎ 314-993-0041 ✉ HODGE19951@CS.COM

## ST. LOUIS TAXI-TOP EXPOSURES/REACH AND FREQUENCY INFORMATION

- **CABS GO EVERY WHERE.** There are no restriction, as with buses and outdoor posters. Taxi travel patterns are not consistent... Using major traffic arteries, as well as, diverse business and residential areas throughout the Greater Metropolitan St. Louis area.

- Each St. Louis Cab travels on average 400 miles per day based upon a 24 hour 7 days a week operation.

- In core downtown city/coun-ty areas, approximately 60 people (drivers/riders/pedestrians) are exposed to the Taxi-Top message for each taxi mile.

- **EACH CAB PROVIDES EXPOSURE TO OVER 700,000 PEOPLE** (drivers/riders/pedestrians) **PER MONTH.**

- Cabs offer the longest exposure of any out-of-home medium day and night.



When you are in the flow of traffic with a tax-cab, your exposure can last for blocks or longer.

- Taxi-cab advertising affords the advertiser tremendous flexibility of movement throughout a market allowing you...

### **DOMINANCE WITHIN A MARKET...**

Your message is delivered to all kinds of prospects. Thus, exposing your message to the largest possible group of all economic segments in St. Louis City and County.





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## WHY USE TAXI-TOPS

**TAXIS** go where people are... they create high unaided recall from daily exposure to target consumers.

**TAXIS** allow visibility short-term (as little as 4-week campaigns) to year-round continuity.

**TAXIS** target out-of-town visitors and locals... for business and recreation.

**TAXIS** are a powerful point of sale medium!

**TAXI** advertising provides a critical element to strategic consumer frequency targeting, increasing a media campaign's overall reach and with the best CPM efficiency of all major media.

**TAXI** advertising reaches “working consumers” throughout core urban areas and affluent residential neighborhoods... there are no “zoned-out” neighborhoods.

**TAXI** advertising displays reach both sides of the road at the same time... providing exposure to all adjacent vehicles, pedestrian, and passenger consumers.



**EYE-LEVEL NOT SKY-LEVEL**



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## ST. LOUIS TAXI-TOP NATIONAL RATE CARD

- Minimum Program Term: 3 months
- Minimum Number of Cabs Leased: 15
- Monthly Rate per Cab: \$200 (net)
- Client to pay for copy
- Each Taxi-Top is back-lighted and has 2-copy areas approximately 13 1/4”H x 50”W
- Taxi-Tops are on the Laclede Cab Fleet (the dominant fleet in St. Louis)

