



# ADVERTISING SPECIFICATIONS

Online & Conventional Taxis



# TVC COMMERCIAL VIDEO

## REQUIRMENT PRE ROLL :

- **Format video .mp4 with resolution max 720p or 750 x 500**
- **Max size for one video is 20 mb**
- **Video duration options 10",15",30"45",60"**





# SCREEN CARDBOARD FRAME

## SIZE REQUIRMENT :

- **The Frame has 2 Parts to it. Above the Screen & Below The Screen**
- **Screen Cardboard Frame Size : 19.5 cm x 2.5 cm (each part - landscape)**





# FLIP BOARD FRAME

## SIZE REQUIRMENT :

- The Frame has 2 pages to it (rear side)
- Flip board Frame Size : 14,8 cm x 21 cm (each part - landscape)

\*Not available in conventional taxis



The background is a solid bright blue. In the top-left and bottom-right corners, there are white triangles pointing towards the center. A thick black diagonal line runs from the top-left towards the bottom-right, passing through the white triangles.

**THANK  
YOU**