

BAHRAIN BUS BRANDING

We Call it

“MOBILE BILLBOARD”



WHY BUS BRANDING..

- Buses are on the road between 18 and 20 hours a day, up to seven days a week.
- Buses can give you blanket coverage of your primary area.
- Buses take your message out to residential areas, giving the mobile billboard effect.
- Buses speak to shoppers, workers, and students, as well as other motorists.
- Buses give your audience the opportunity to see your message time and time again.
- Buses are visually unavoidable.

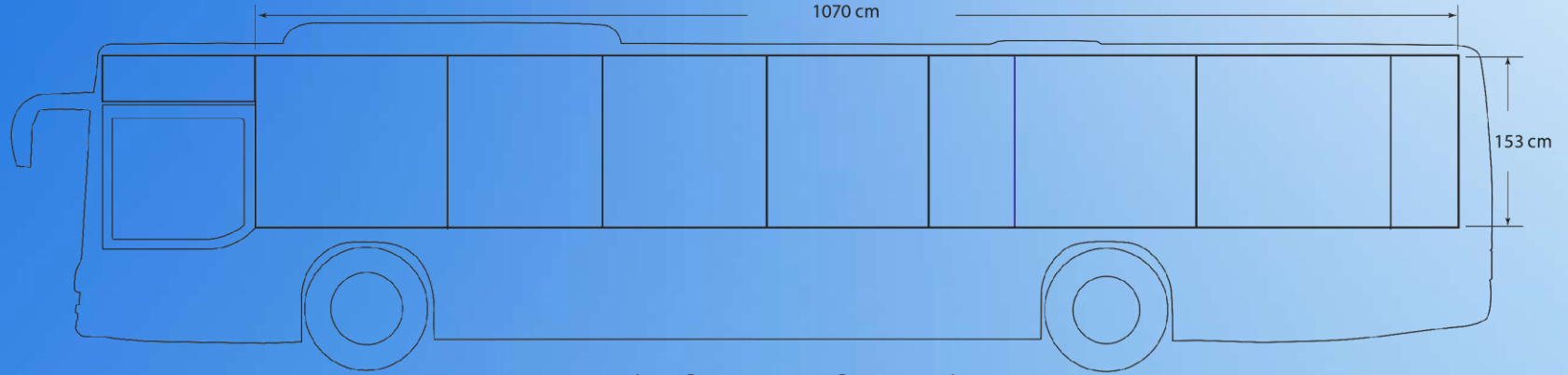


IT'S A FACT..

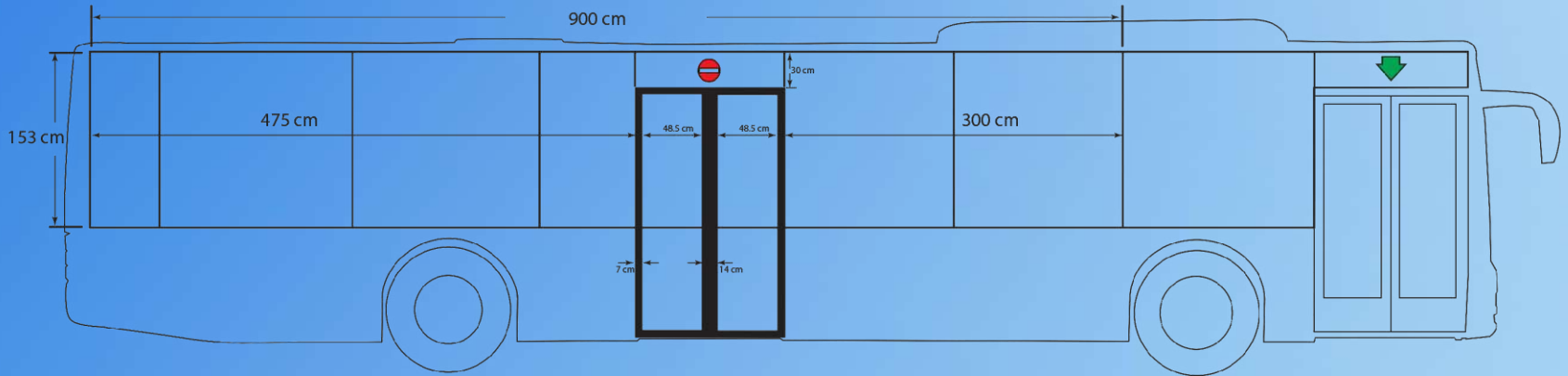
Not only can you reach some very upscale customers on the inside of the bus, but you can also reach a large variety of people by advertising on the more traditional exterior signs. Available in various shapes and sizes, exterior bus signs display advertising messages to thousands of people in cars as well as pedestrians. Buses travel through cities and outlying suburban areas, to shopping malls, universities, business districts, amusement centers, supermarkets, theaters and convention sites. Local customers as well as visitors to your area will be exposed to your large moving messages.



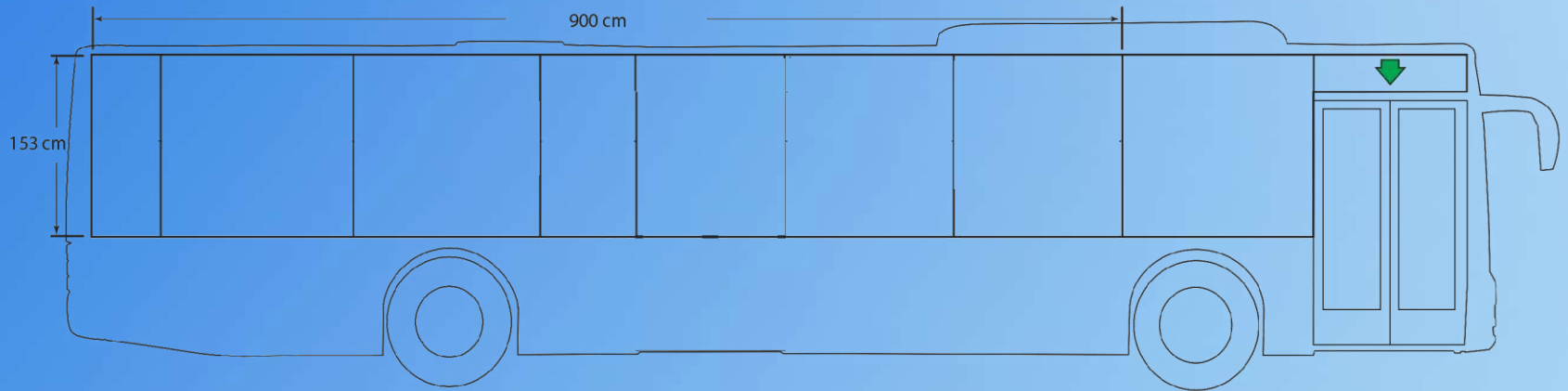
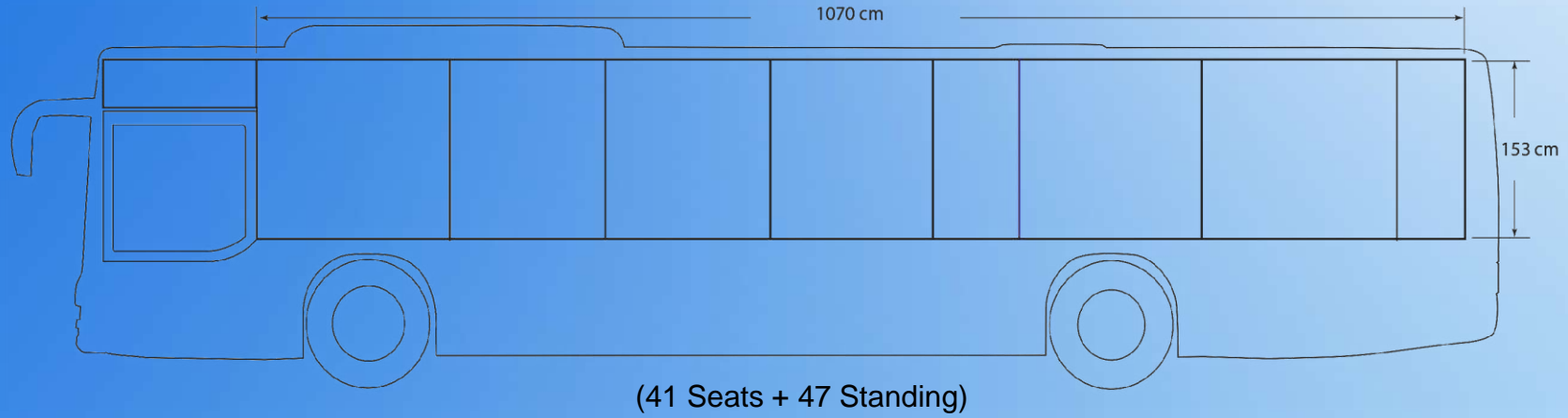
STANDARD BUS..



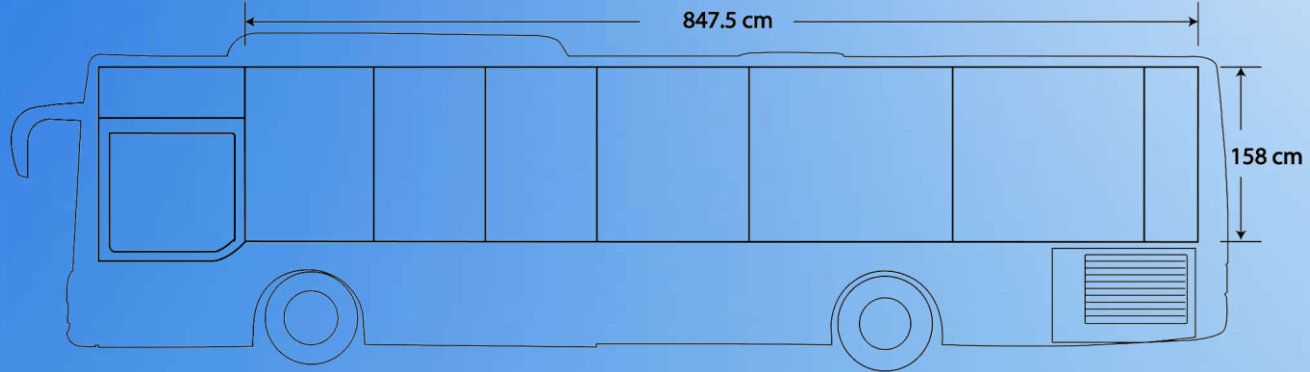
(41 Seats + 47 Standing)



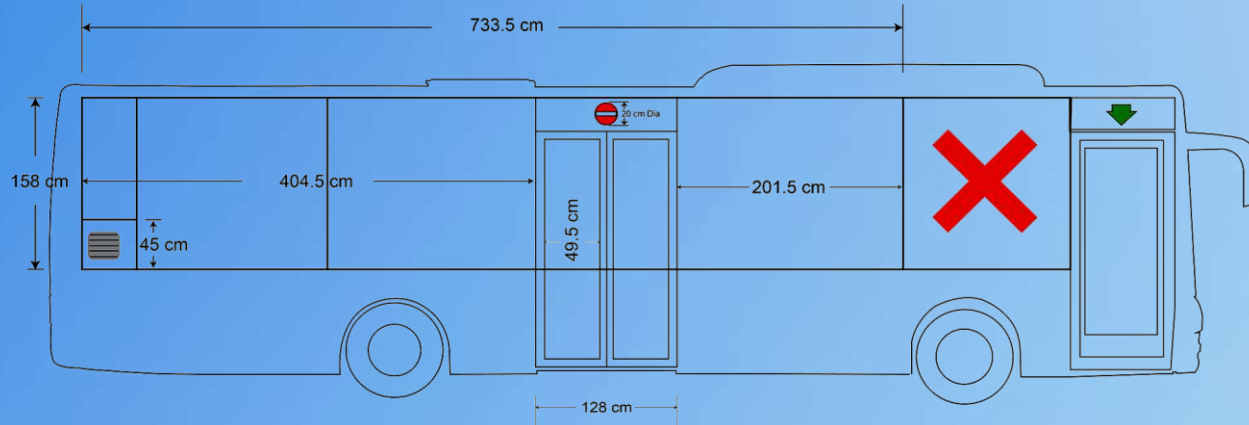
AIRPORT BUS..



MIDI BUS..



(30 Seats + 39 Standing)



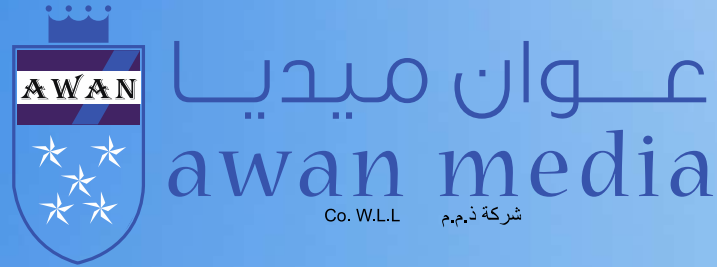
RATE CARD..

<i>Bus Type</i>	<i>Gross Rate per Bus</i>	<i>Duration</i>	<i>Production Per Bus</i>
Standard	BHD2,000	1 Month	BHD350
Airport	BHD2,000	1 Month	BHD350
Midi	BHD1,500	1 Month	BHD350

Artwork Specs..

All artworks must contain 50% Arabic (as per municipality requirements), and should be provided by the client in the following format: IA, Aps or PDF / with a minimum of 300 DPI resolution.

P.S: In order to avoid any delay in production, all artwork must be received 5 working days prior to campaign starting date



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