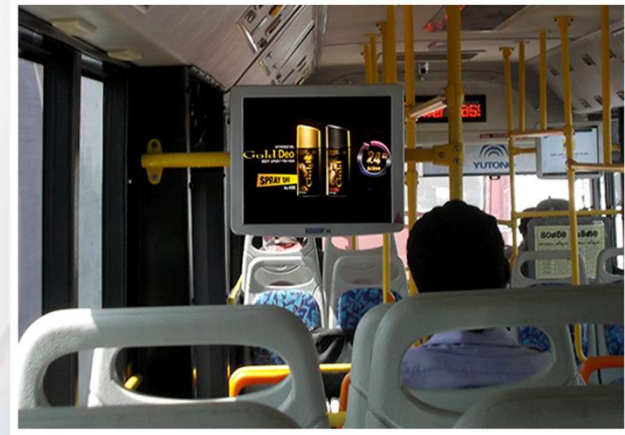




ADVERTISE YOUR BRAND MESSAGE INSIDE BUSES

**MOST COST EFFECTIVE HIGH FREQUENCY
COMMUNICATION METHOD TO COMMUTERS**

**ADVERTISER'S CONTENT REACHES A
WIDE TARGET MARKET RANGING FROM
MID MASS TO MASS CLIENTELE.**



**BUS TV WAS SET UP AS A MEDIUM
OF ENTERTAINMENT FOR DAILY
BUS TRAVELERS.**

**BUS TV COVERS A FLEET OF 36
BUSES TRAVELLING TO**

**JAFFNA
SOUTHERN EXPRESSWAY
KATUNAYAKE EXPRESSWAY ROUTES**





SPECIAL PROMOTION CAN BE CONDUCTED TO INTERACT CUSTOMERS WITH YOUR BRAND

COMMERCIAL BENEFITS

SOUTHERN & KATUNAYAKE EXPRESSWAY

30 X 30 SEC COMMERCIALS PER DAY PER BUS

30 X 24 = 720 COMMERCIALS PER DAY IN ALL BUSES

720 X 30 = 21,600 COMMERCIALS PER MONTH

JAFFNA ROUTE

12 X 30 SEC COMMERCIALS PER DAY PER BUS

12 X 12 = 144 COMMERCIALS PER DAY IN ALL BUSES

144 X 30 = 4320 COMMERCIALS PER MONTH.

INVESTMENT

Southern expressway	Rs. 75 000
Katunayake expressway	Rs. 75 000
Jaffna luxury	Rs. 75 000

