

YOUR MEDIA PACK



INTRODUCTION

At LA Trading, our mission is simple: to make advertising accessible and affordable while transforming taxis into powerful marketing platforms.

Through state-of-the-art digital screens inside taxis, we connect businesses with their ideal audience in a highly visible and impactful way.

For taxi owners, we provide effortless income opportunities. For advertisers, we offer a fresh, engaging, and direct way to reach customers where it matters most.

WHY CHOOSE TAXI ADVERTISING

Taxi advertising offers a unique opportunity to connect with a captive audience in a hyper-local, high-impact environment.

With passengers seated comfortably and engaged during their ride, your message is impossible to miss.



CAPTIVE AUDIENCE:

Riders are focused and have limited distractions.



HYPER-LOCAL TARGETING:

Reach specific areas, events, or demographics effectively.



HIGH EXPOSURE:

Taxis operate throughout the day and night, ensuring maximum visibility.



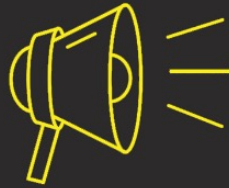
HOW IT **ALL WORKS**

LA Trading delivers a seamless taxi advertising experience.

Our efficient three-step process guarantees a quick turnaround — from securing your ad placement to launching your campaign across our digital taxi network.



1. **BUY YOUR TAXI
AD SPACE**



2. **SEND YOUR AD
OR LET US CREATE IT**



3. **LAUNCH & REACH
MILLIONS THROUGHOUT
THE UK**

WHY **ADVERTISE** WITH US?

At LA Trading, we believe in the power of partnership. We're not just selling space—we're creating experiences that resonate, inspire, and drive action. Your brand has a story to tell. Our network has the stage.

Together, we can captivate audiences and
elevate your brands message!

✓ **Affordable and Effective Ads**

✓ **Unmissable Ad Placement**

✓ **Maximised Ad Exposure**



NATIONAL TO HYPER-LOCAL TARGETING
FLEXIBLE FOR ANY BUDGET, WITH A
REACH OF 300,000+

1.2M+

UP TO MONTHLY VIEWS PER LARGE CITY

900K+

UP TO MONTHLY VIEWS PER SMALL CITY

15M+

MONTHLY VIEWS NATIONWIDE

COMPLEMENTARY MEDIA PATHWAY:

Bridging the brand journey from OOH roadside visibility → in-taxi engagement = online or in-store purchases.
Adding incremental reach, from the streets to our seats.

SALES@LA-TRADING.CO.UK



GEOGRAPHIC COVERAGE

Here's just some of the locations we plan to dominate the advert space for you!

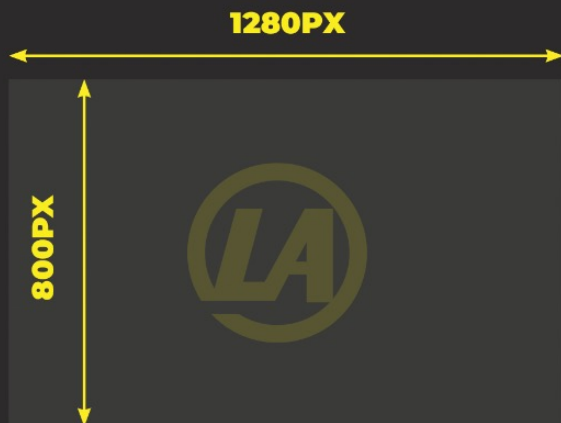
Our model has a core-focus around: Your brands reach, specific areas, events, or demographics effectively.

Expansion (Future Growth)

Glasgow · Plymouth
Leicester · Cardiff
Sheffield · Blackpool
Oxford



AD REQUIREMENTS



LANDSCAPE

PIXEL SIZE: 1280W X 800H PIXELS

FILE FORMAT: MPEG, MOV, AVI, JPG, PNG

FRAME RATE: 29.7FPS (MAX)

COMPRESSION CODEC: H.264



PORTRAIT

PIXEL SIZE: 800H X 1280H PIXELS

FILE FORMAT: MPEG, MOV, AVI, JPG, PNG

FRAME RATE: 29.7FPS (MAX)

COMPRESSION CODEC: H.264



FANCY **GETTING IN TOUCH?**



LET'S DRIVE **YOUR BRAND** FORWARD

Whether you're a local business ready to get noticed or a national brand looking to expand reach, LA Trading makes digital taxi advertising effortless.

We can connect you to hyper focused audiences in one, many, or all locations throughout the UK.



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