

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.



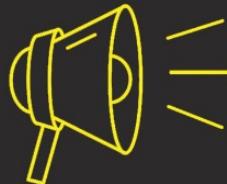
HOW IT ALL WORKS

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!

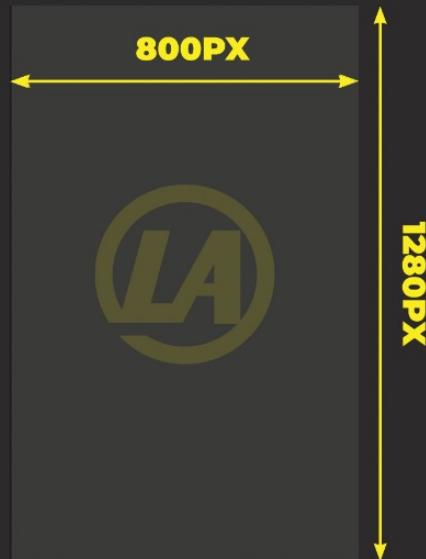
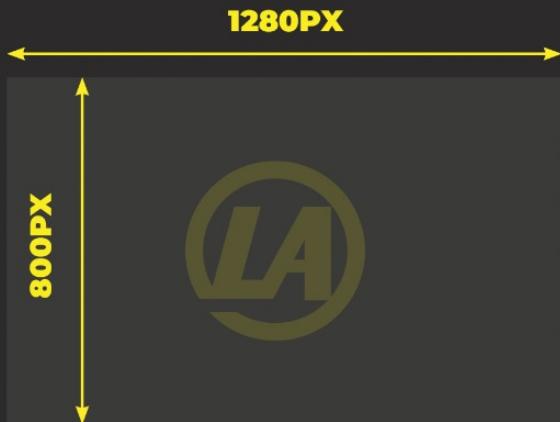
Our model has a core-focus around: Your brands reach, specific areas, events, or demographics effectively.

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

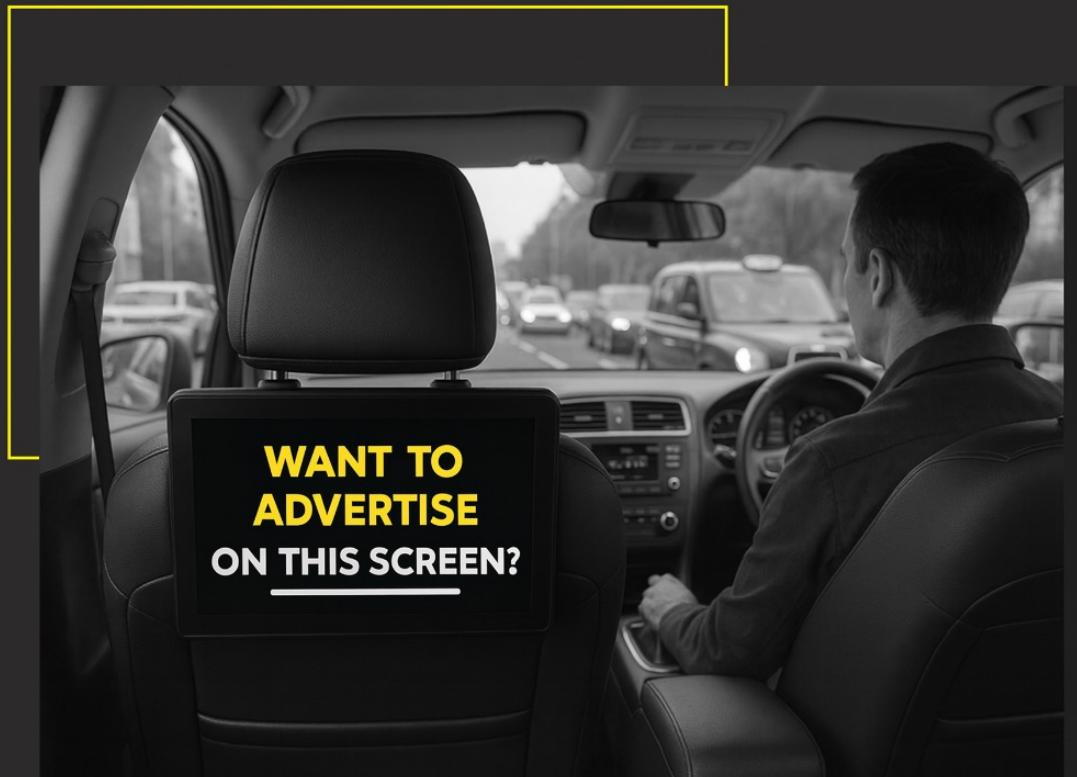
FILE FORMAT: MPEG, MOV, AVI, JPG, PNG

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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