



Billboard Taxi Media Inc. Launches Taxi Top Media Advertising on New York City Taxi Cabs. Visit TaxiTopMedia.com

Taxi Top Media provides medium to large business with a means to cost-effective brand awareness in the New York City area by using taxi cab tops to advertise billboard signs

(PRWEB) November 22, 2004 -- Taxi Top Media provides medium to large business with a means to cost-effective brand awareness in the New York City area by using taxi cab tops to advertise billboard signs. The concept is not new, but has seen significant resistance in the taxi medallion owner community. As more owners agree to put the typical triangular sign tops on their roofs and proudly display their advertisers products, the taxi media industry will continue its' healthy growth. In addition, there are new digital signs made by upstart Vert that allows the message to scroll like a ticker and change as the taxi drives through different neighborhoods under control of GPS satellite positioning. The ad agencies in New York can now add a viable tool for their clients to gain brand awareness and visibility in a demographic target region eagerly sought by advertisers. Recently on a given morning, companies proudly displaying themselves on taxi tops included Chase Bank, Delta Airlines, Jordache, Kenneth Cole, Hotels.biz and Flashdancers, a local gentleman's club. The latter and former seem to literally be on hundreds of taxi tops throughout the city and the numbers seems to be growing. Surely there must be some positive effect on sales when the numbers are becoming large and prominent.

The outdoor media industry attempts to gain clients' attention while they are in transit from home to work or meeting to meeting or errand to errand or just taking a walk to get lunch. The cute taxi tops have gotten our attention and seem here to stay. Now the companies who desire such exposure have another agency to call to set up taxi top ads. The process is simple and easy and starts with submitting a short form with one's requirements and a quote is generated and emailed back to the user. An ad with deposit is submitted, the displays are produced and before long a campaign that can range from one car to hundreds of taxi tops can start and last as long as desired. The company's offices are located at the Lincoln Building in New York City.

For more info, visit <http://www.taxitopmedia.com> or email info@taxitopmedia.com . See you on the taxi tops!

###

**Contact Information****Dave Kennedy**

Billboard Taxi Media, Inc.

<http://www.taxitopmedia.com>

212-807-5521

Online Web 2.0 VersionYou can read the online version of this press release [here](#).