



Business Proposal

— We firmly believe that the first and foremost task of any **ADVERTISING** is to help sell a product.



02



Advertising services

TRANSIT ADVERTISING

ADVERTISING in Metro passages

ADVERTISING on TV

ADVERTISING on the RADIO

Advertising on monitors in buses (2016).

106 monitors in 53 buses running around the city of Tashkent

Advertising on LED monitors at petrol stations (2018).

20 LED monitors at petrol stations in the city of Tashkent

Advertising on monitors in metro cars (2019).

800 monitors in 200 metro cars in the city of Tashkent

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What are the advantages of transit advertising?

- cannot be ignored;
- cannot be turned off like a TV or radio;
- large and colorful;
- visible from afar;
- budget;
- high level of consumer attention;
- high frequency;
- wide coverage, provides a diverse audience;
- flexibility;
- availability to consumers within 16 hours a day.

Daily from
1 000 000
person

— Your target audience

— Our unique viewer

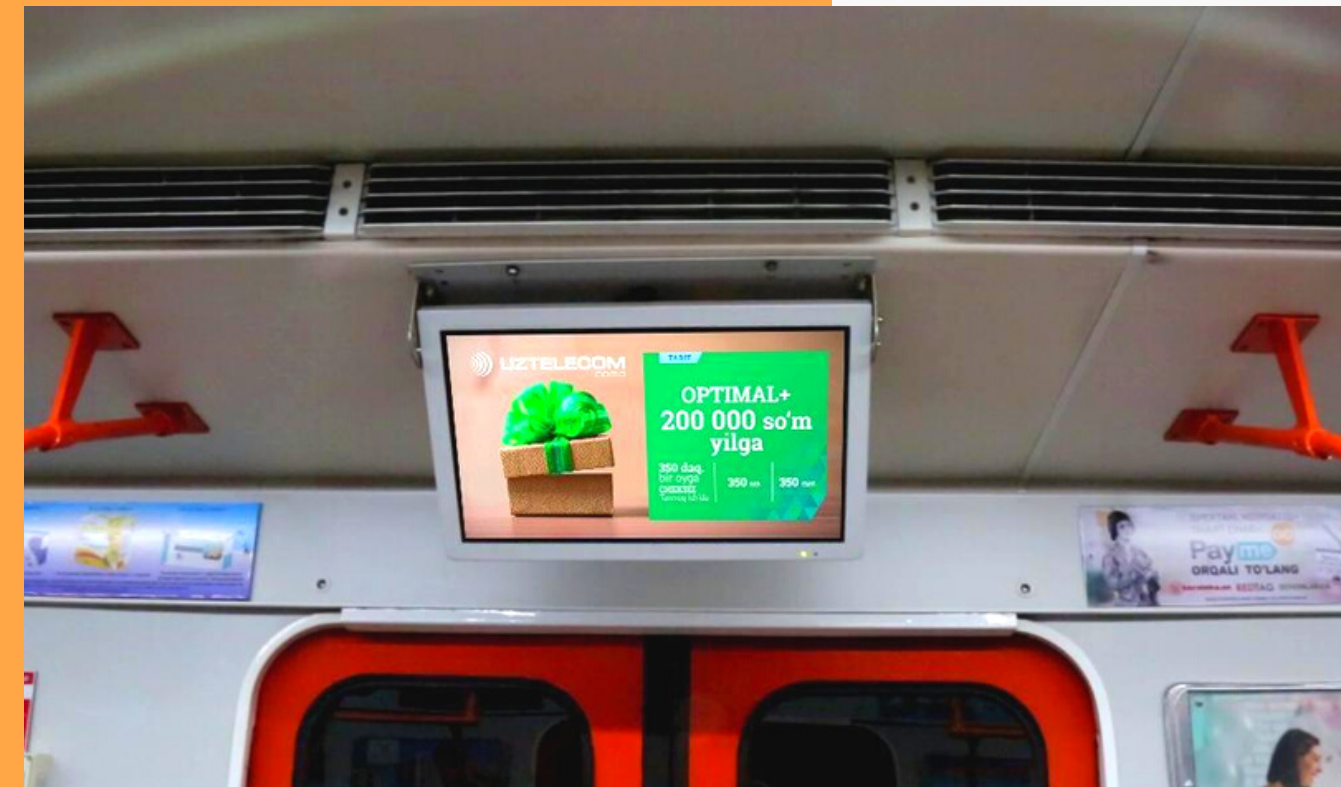
What does transit advertising look like?



in 1 bus:

**2 monitors;
diagonal 24 inches;
there is sound.**

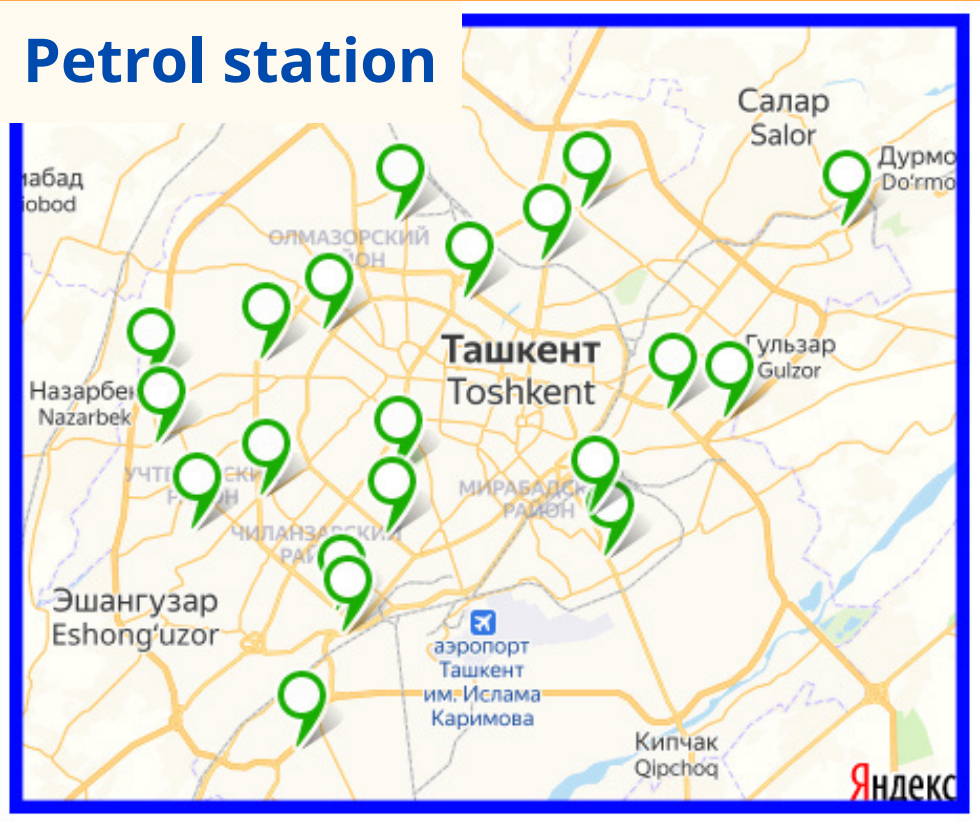
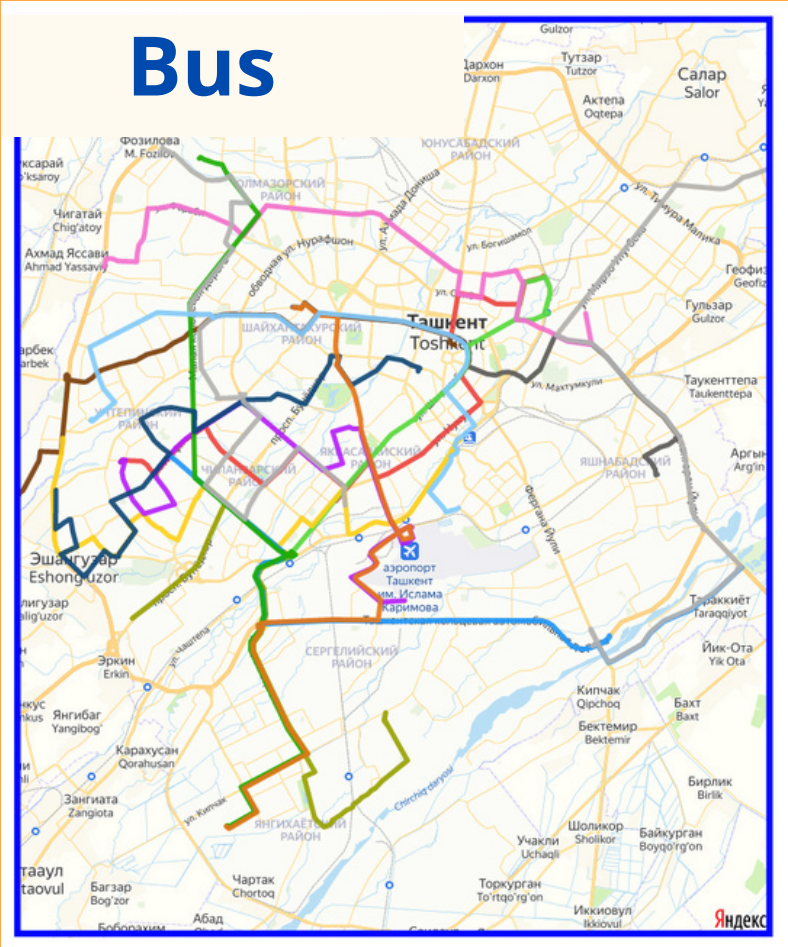
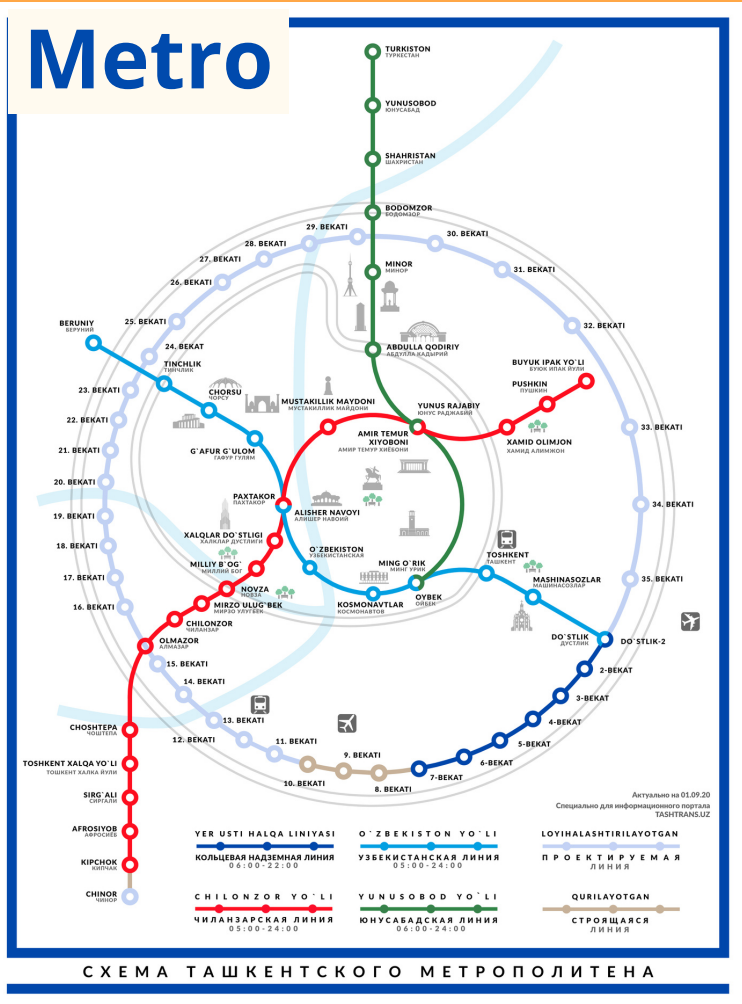
**in 1 carriage:
4 monitors;
diagonal 21.5 inches;
there is sound.**



at 1 petrol station:

**1 x P6 monitor;
size 1 x 2 m;
no sound.**

Coverage area



QR code
Metro lines map



QR code
Bus Route Map



QR code
Location map
petrol station



How much does transit advertising cost?



in the bus

Period	Price for 1 minute of advertising, sum
06:00 - 06:59 21:00 - 23:59	40 000,00
07:00 - 09:59 12:00 - 14:59 17:00 - 19:59	60 000,00
10:00 - 11:59 15:00 - 16:59 20:00 - 20:59	50 000,00

at the petrol station

Ad unit name	Number of exits per day	The cost of placing 1 petrol station, for 1 month, sum.
Small (1 TIME EVERY 5 MIN)	200	700 000,00
Medium (1 TIME EVERY 3 MIN)	400	1 000 000,00
Large (1 TIME EVERY 1.5 MIN)	600	1 400 000,00

in the metro

Period	Price for 1 minute of advertising, sum
06:00 - 06:59 21:00 - 23:59	200 000,00
07:00 - 09:59 12:00 - 14:59 17:00 - 19:59	350 000,00
10:00 - 11:59 15:00 - 16:59 20:00 - 20:59	300 000,00

ADVERTISING on TV

NTRK O'zbekistan TV

Coverage: the entire Republic of Uzbekistan and border areas,

audience - more than 20 million people Sponsoring the popular column "Olympic Games":

Movie 5 sec. 3600 broadcasts in 1 month (in announcements, 10 times a day on each of 12 channels)

1. O'zbekiston
2. Yoshlar
3. Toshkent
4. Sport
5. Navo
6. Kinoteatr
7. Mahalla
8. Oilaviy
9. Dunyo bo'ylab
10. O'zbekiston tarihi
11. O'zbekiston 24
12. Madaniyat va ma'rifat



ADVERTISING on the RADIO

Oriat FM

100% Russian-speaking from 30 years old and older. The zone of stable coverage is the city of Tashkent, Tashkent, Syrdarya, Jizzakh regions and Samarkand. 100.5 FM

Oriat Dono

100% Uzbek-speaking from 30 years old and older. Tashkent and Tashkent region, Syrdarya, Samarkand and Bukhara regions - 106.5 FM
On 102.4 FM in Fergana, Andijan and Namangan regions.

Uzbeginim

50% Uzbek-speaking, 50% Russian-speaking from 16 years and older, youth, 70% of the territory of Uzbekistan. Tashkent, Tashkent region, Samarkand, Samarkand region, Bukhara, Bukhara region, Kokand, Namangan region, Fergana region, Navoi, Khorezm region. 101.0 FM.

Maxima

100% Russian-speaking from 30 years old and older, Tashkent and Tashkent region 105.4 FM

Echo of the valley

80% Uzbek-speaking, 20% Russian-speaking 16 years and older, Tashkent, Tashkent region, Fergana Valley, Jizzak, Syrdarya region, Samarkand and Samarkand region, Navoi region, Bukhara region, Surkhandarya region, Nukus, Autonomous Republic of Karakalpakstan, Kokand, Zaravshan, Uchkuduk. 102.7 FM

Poytakht

100% Russian-speaking from 20 years and older, Tashkent, Tashkent, Syrdarya and Jizzakh regions. 107.2 FM

Grande

50% Uzbek-speaking, 50% Russian-speaking 16 years and older, youth, Tashkent and Tashkent region 101.5 FM

Nostalgie

100% Russian-speaking from 30 years old and older, Tashkent and Tashkent region 104.4 FM

Hamrokh

20% Uzbek-speaking, 80% Russian-speaking
Autoradio, non-stop music, Tashkent and Tashkent region 102.0 FM

OUR CLIENTS



COMMODUM



éCLAIR



OUR CLIENTS





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