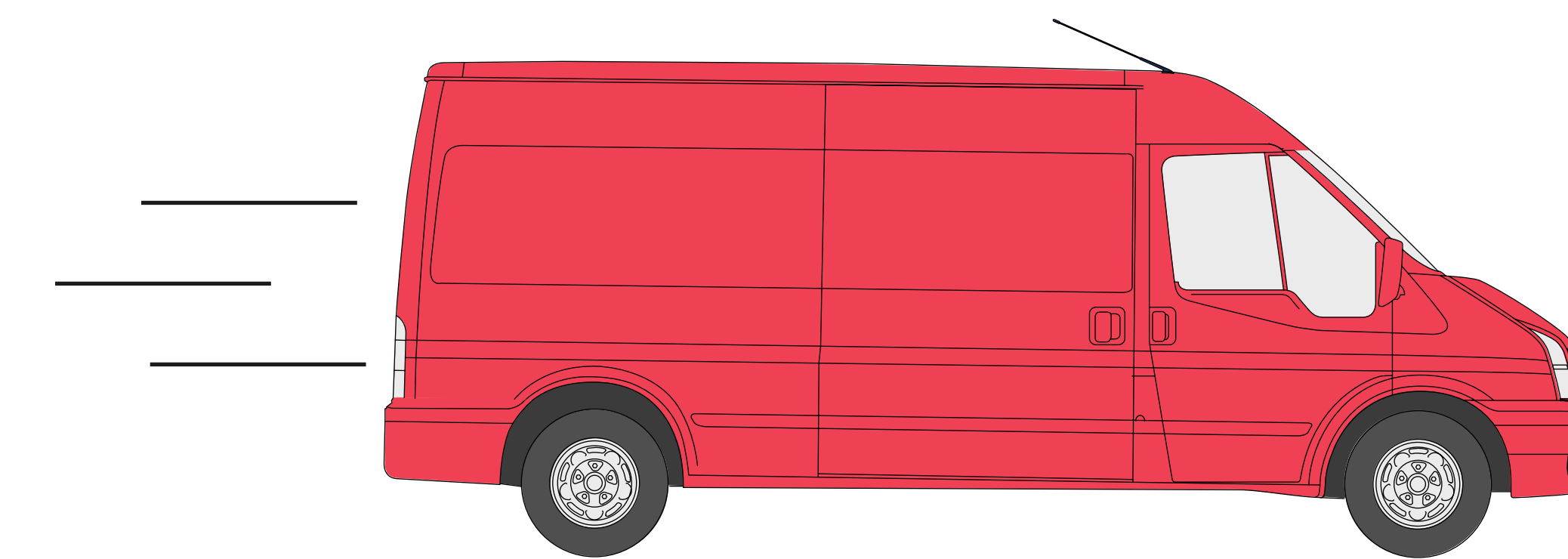




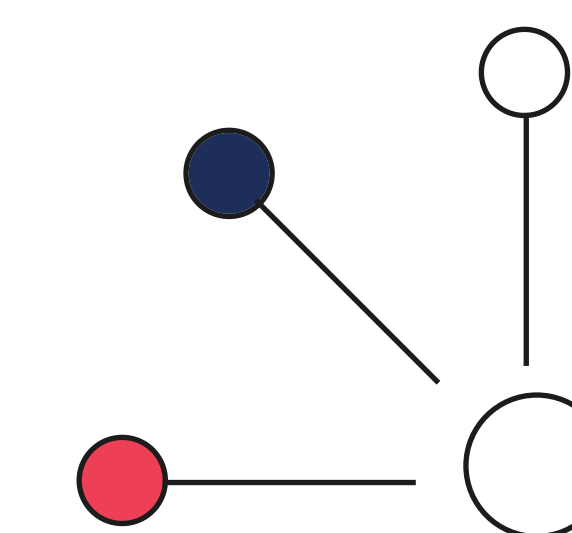
ADVERTISING ON  
THE MOVE INFO PACK  
2022

# About Us

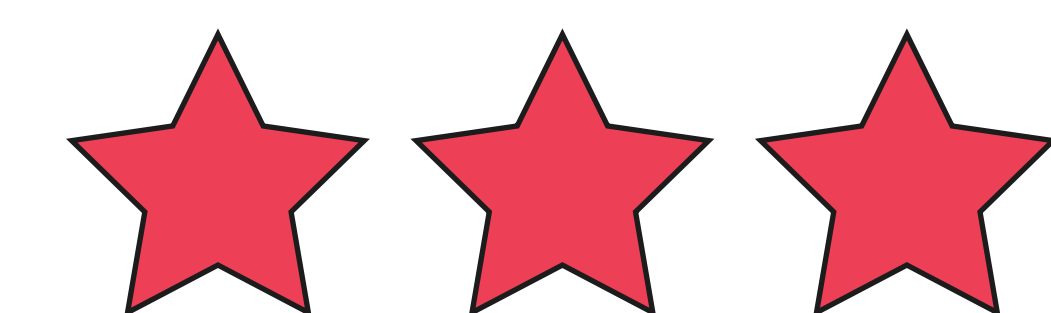
- > Moving Ads provide out of home advertising with the added advantage of it being **'on the move'**.
- > Our various ad types are designed to **cost-effectively** offer **extensive reach** across Malta and Gozo.
- > **Customer satisfaction** is our primary goal - we will ensure that budgets spent on our advertising media **yield the best return** for our customers.



On the move



Extensive reach



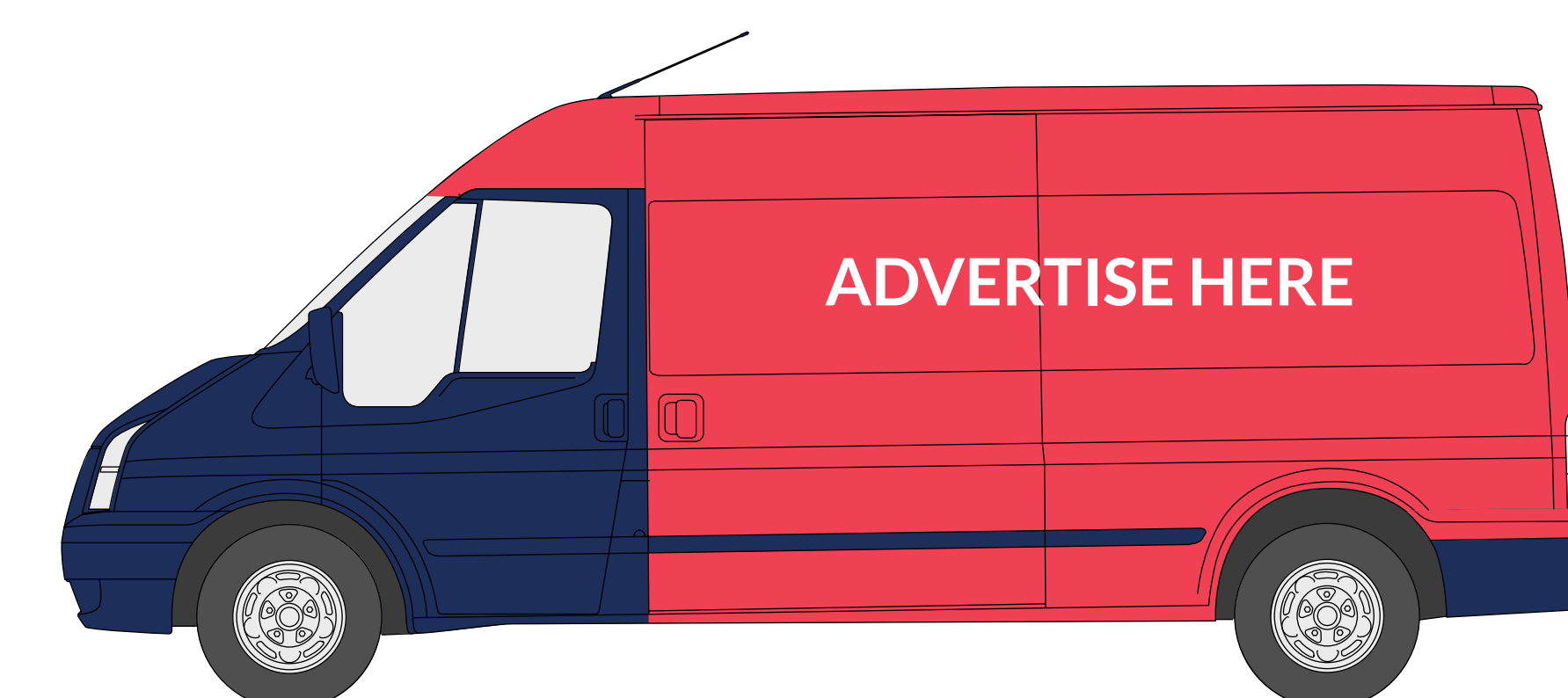
Customer satisfaction

# Our Media

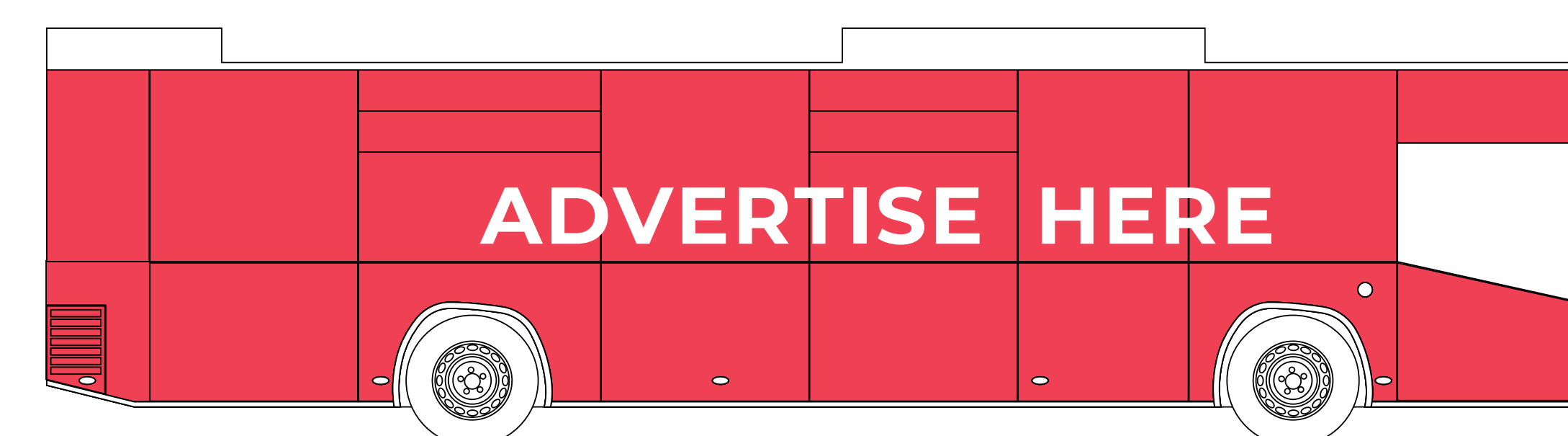
Moving Ads partner with local transport services that enable us to provide a range of advertising options with high-quality wrapping of vehicles.

Our Ad Types are provided on the COOP Minibuses\*, and on Malta Public Transport Buses\*\*.

We provide Ad Types to fit every budget while ensuring maximum exposure and reach.

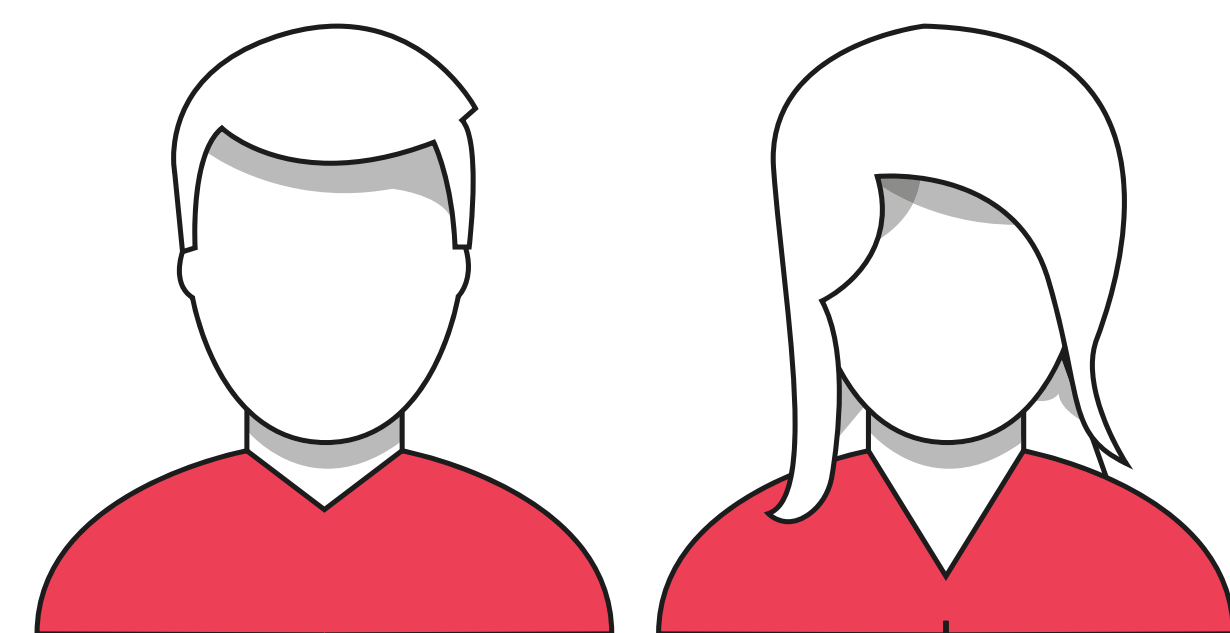


\*COOP Minibuses

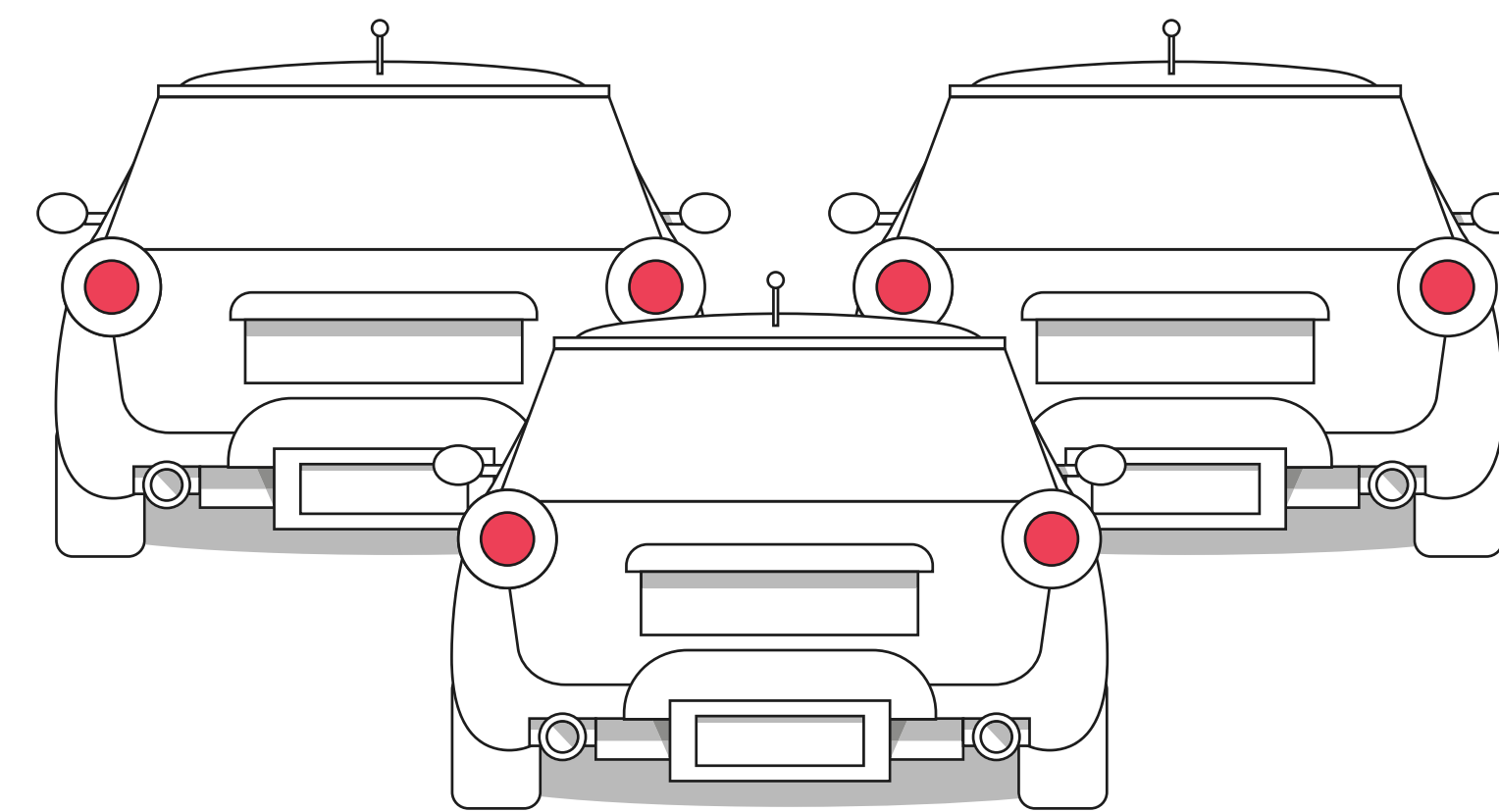


\*\* Malta Public Transport Buses

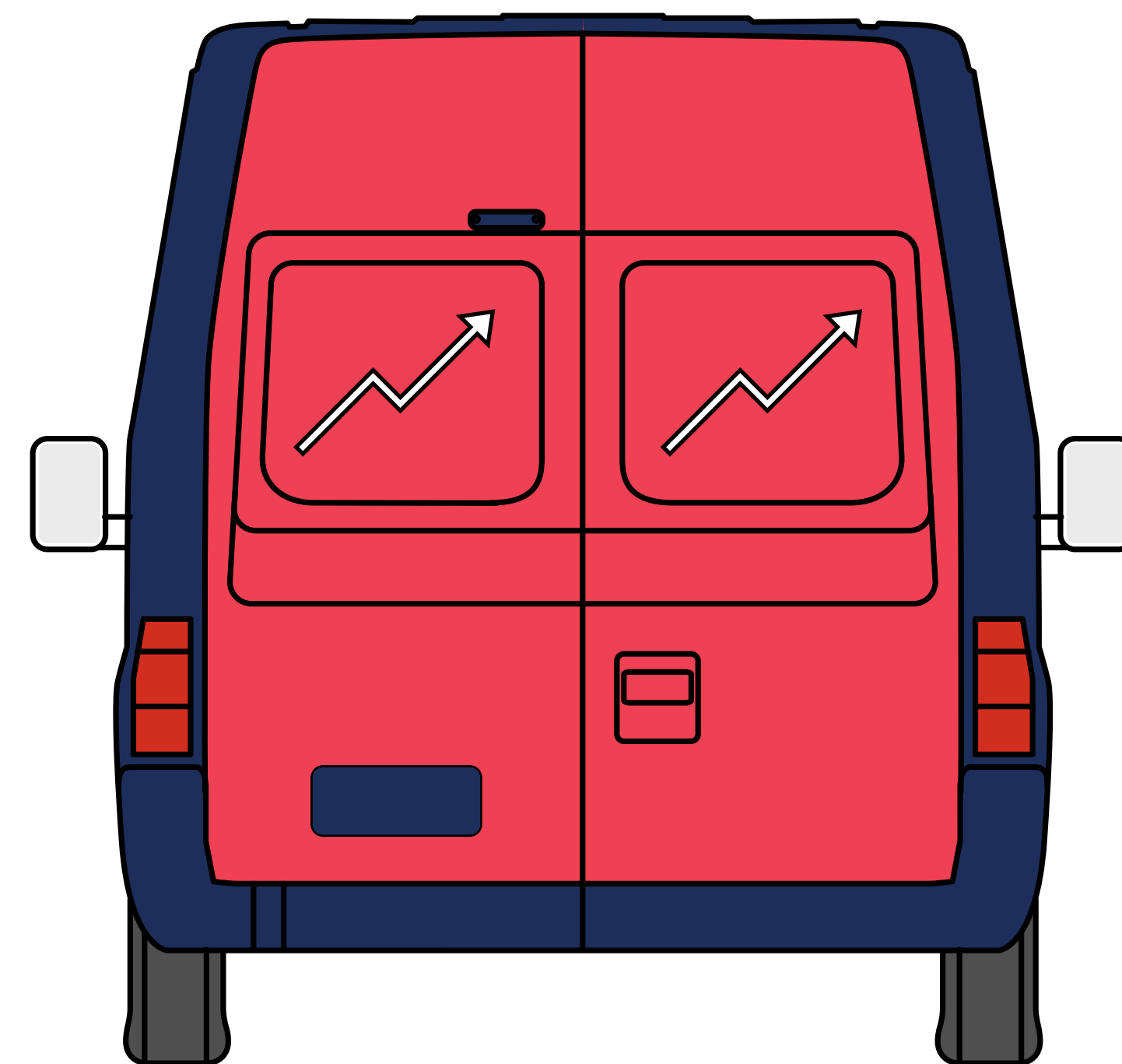
# Why Moving Ads?



500,000+



410,000+

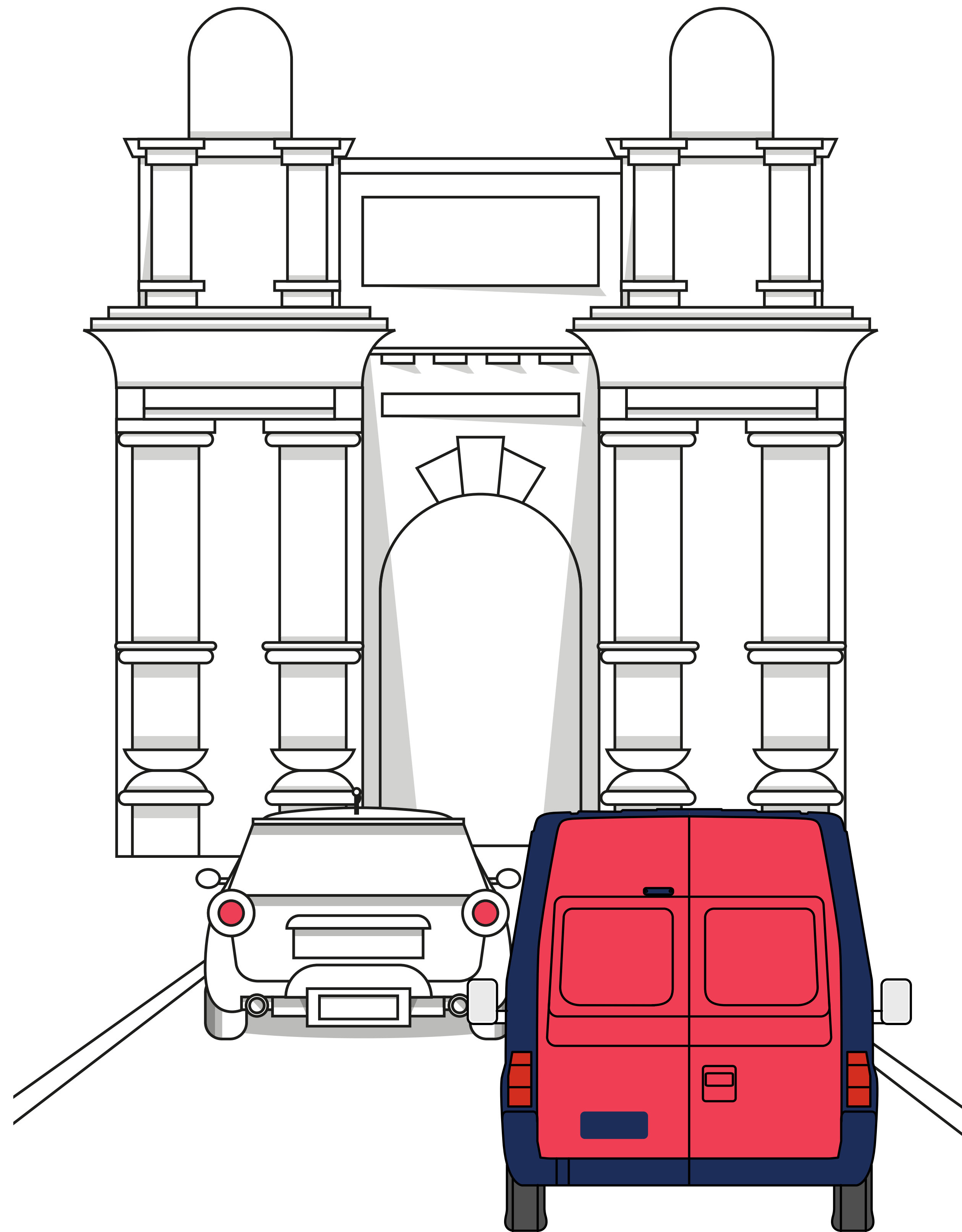


With a population of over  $\frac{1}{2}$  a million people and more than 410,000\* registered vehicles in an area of 316Km<sup>2</sup>, Malta and Gozo are one of the most densely populated countries in the World.

- > **Nowhere is too far** from the location of your business
- > Your target audience can be anywhere
- > **50% of road users are stuck in traffic for up to 40 minutes a day\*\***
- > Use of **public transport and pre-booked car pooling** is on the increase.

Sources: \*NSO \*\* Times of Malta

# Why Moving Ads?



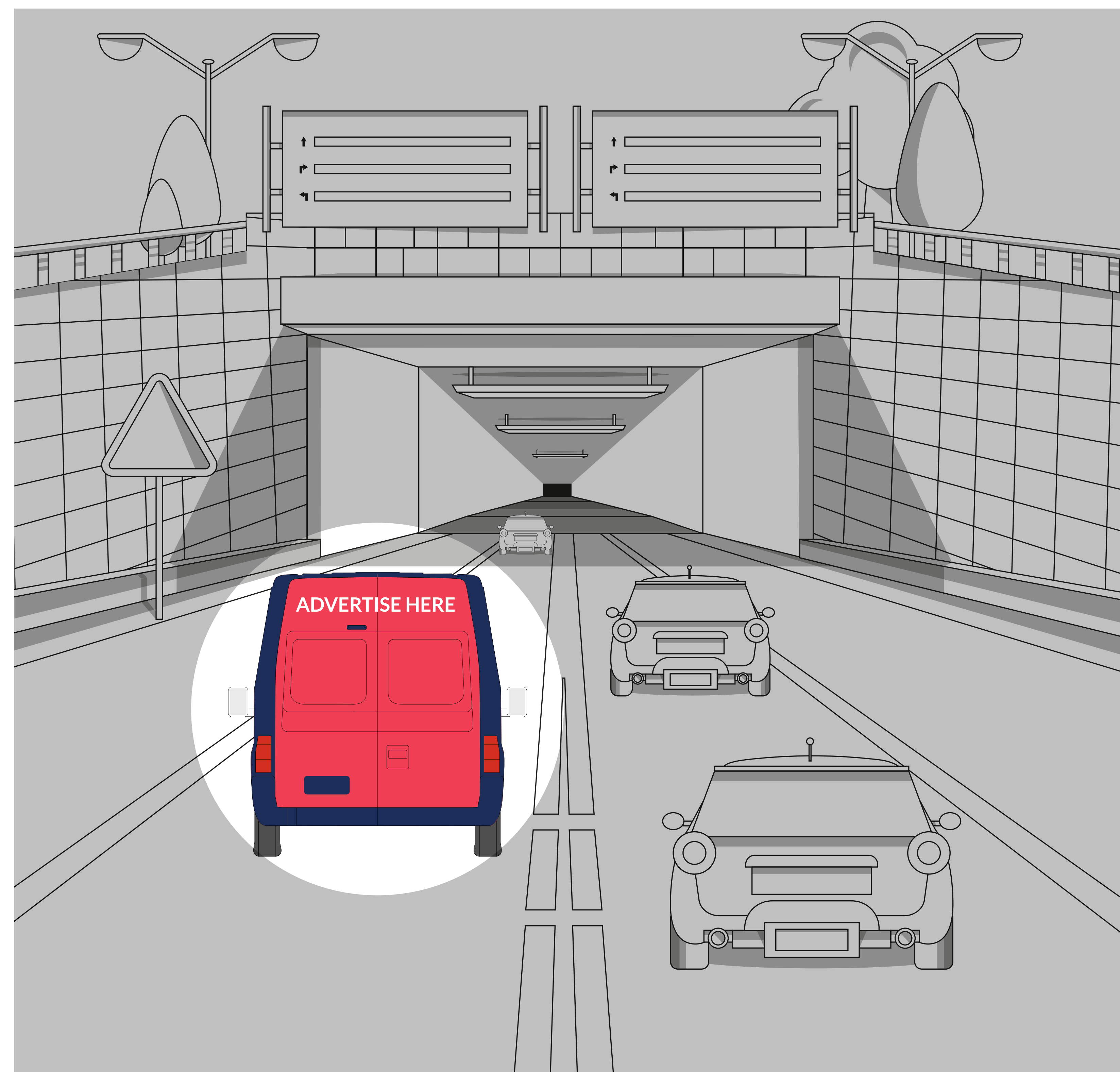
With a combined fleet of over 700 vehicles, we can get you noticed, whether it is for brand awareness, education, event or product campaign or service promotion.

- 1. LARGE FORMAT;**
- 2. VISUALLY UNAVOIDABLE;**
- 3. REACH A VARIED AUDIENCE OF COMMUTERS, MOTORISTS AND PEDESTRIANS ALIKE.**



# COOP Minibuses

- > Over **300 minibuses** kept up to **high standards** of both **maintenance** and **cleanliness**
- > **Minibuses** are on the road during the **busiest times** of day
- > Main **operator** of **local free school transport** scheme
- > Over **9,000 students** driven to/from **145 private, church and government schools**
- > **Airport Transfers**
- > **Language school transport**
- > **Tours and outings**



# Look & Feel





# COOP Minibuses

## THE FULL MINIBUS WRAP

Wrapping of both sides of minibus with print on metal and glass panels and full rear wrap.

Full pricelist on page 17

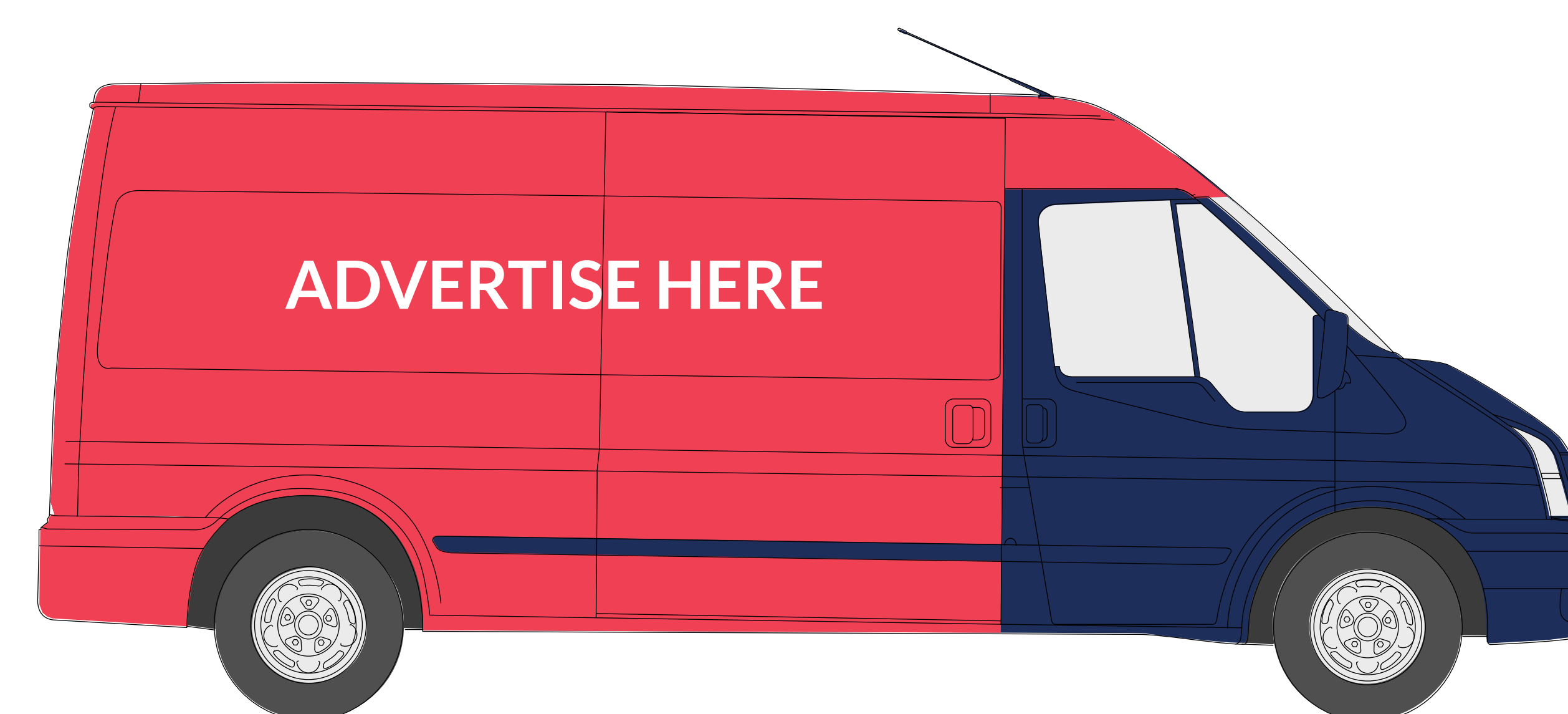
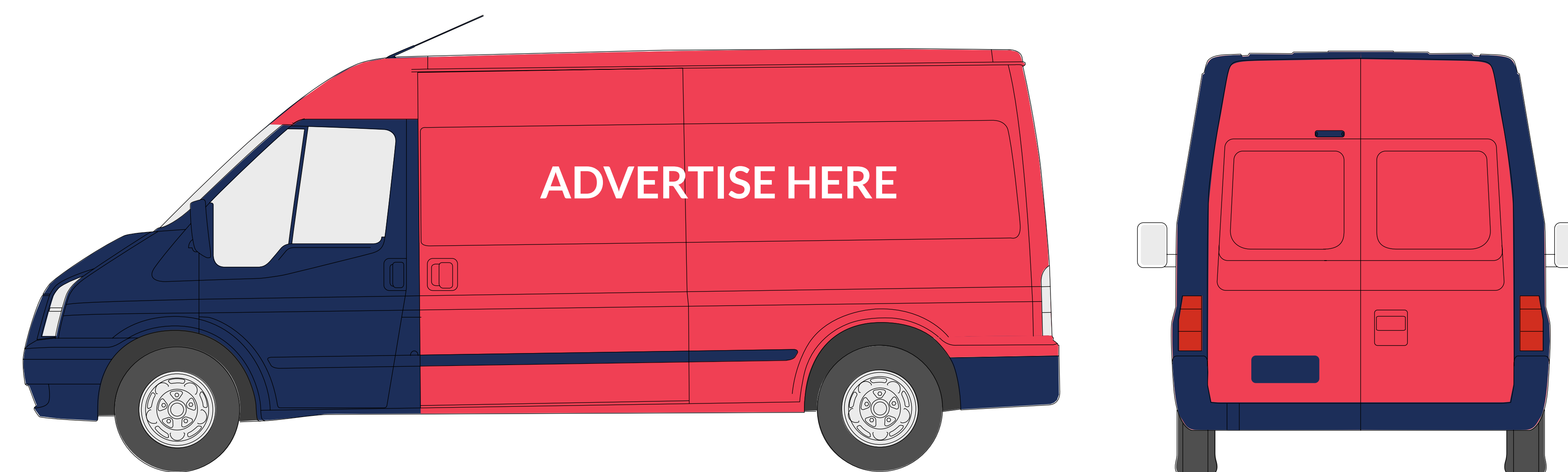
STARTING FROM

**€628**

**PER MONTH**

INCL. PRINTING & AFFIXING

MINIMUM BOOKING OF  
6 MONTHS







# COOP Minibuses

## THE MINIBUS COMBO WRAP

Wrapping of glass panels on both sides of Minibus and full rear.

Full pricelist on page 17

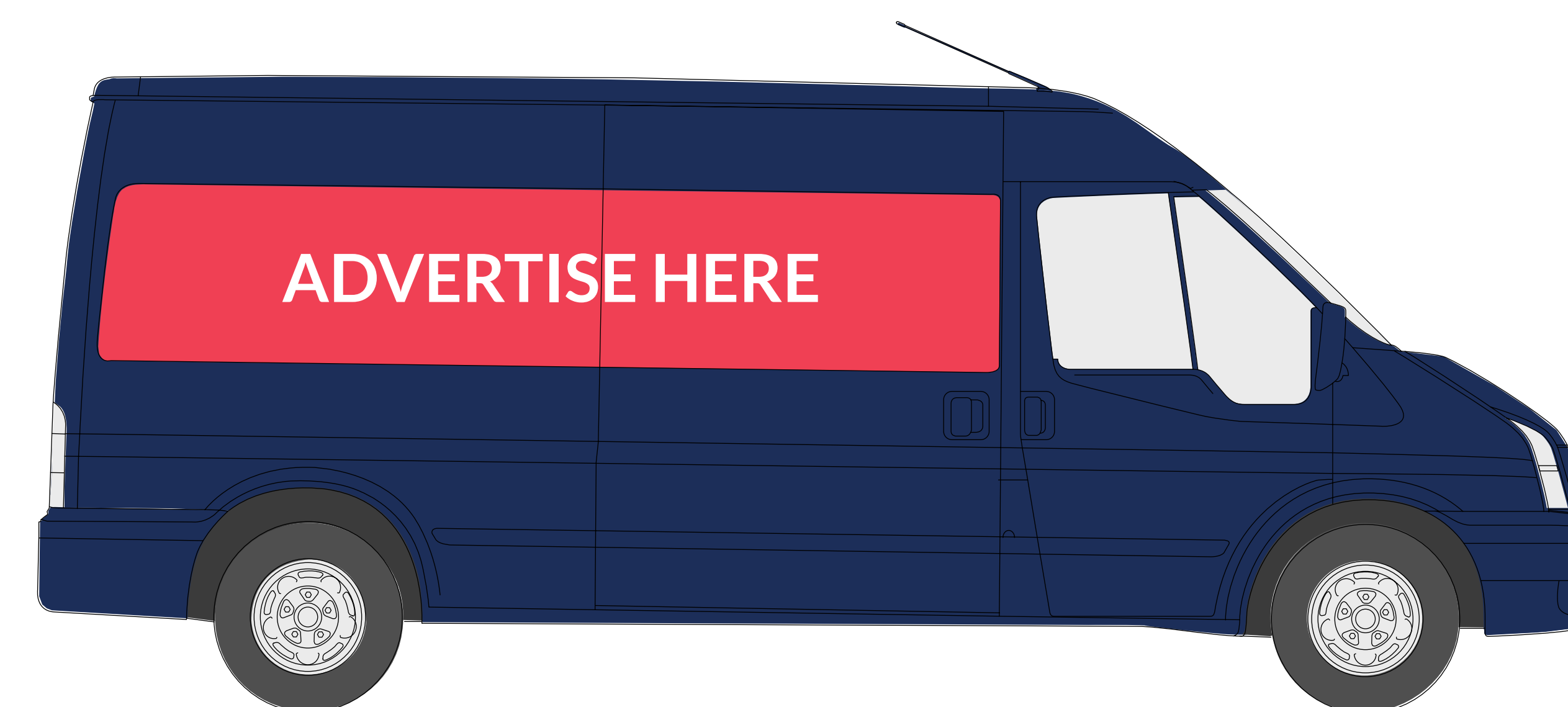
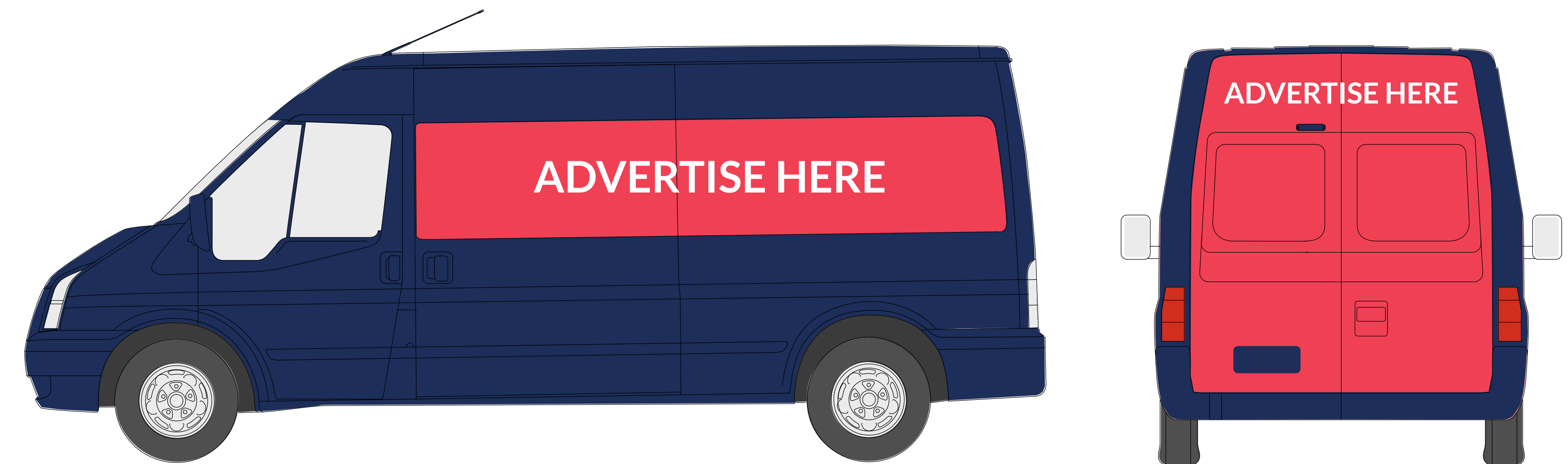
STARTING FROM

**€340**

**PER MONTH**

INCL. PRINTING & AFFIXING

MINIMUM BOOKING OF 6 MONTHS





# COOP Minibuses

## THE MINIBUS REAR WRAP

Wrapping of full minibus rear.

Full pricelist on page 17

STARTING FROM

**€165**

**PER MONTH**

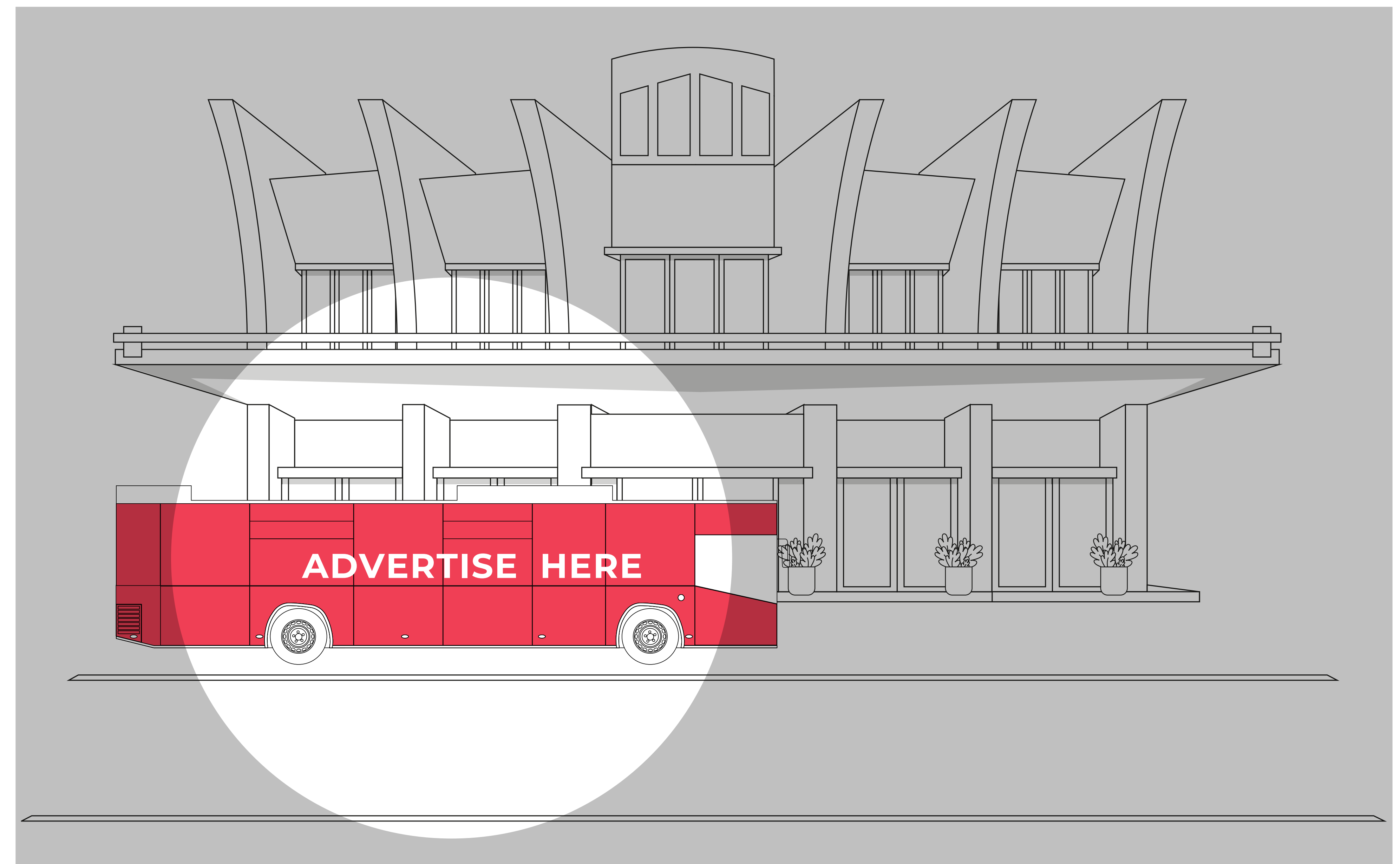
INCL. PRINTING & AFFIXING

MINIMUM BOOKING OF  
3 MONTHS



# Malta Public Transport Buses

- > 16,000 passenger per month per bus
- > Buses run **5,600 daily trips** around Malta and Gozo
- > Covering **600,000km** per week.



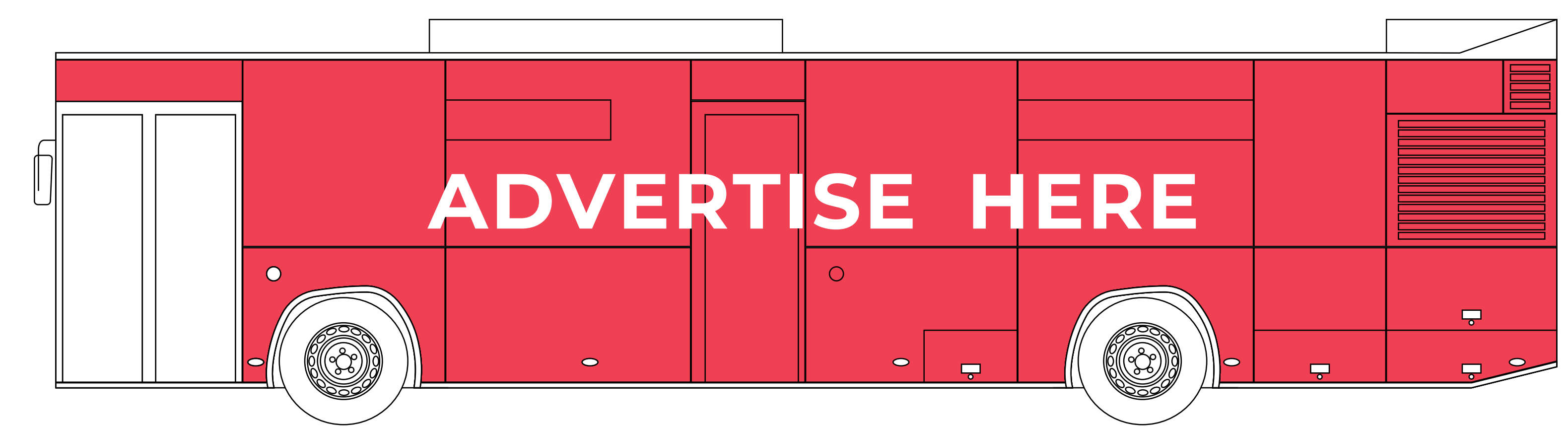
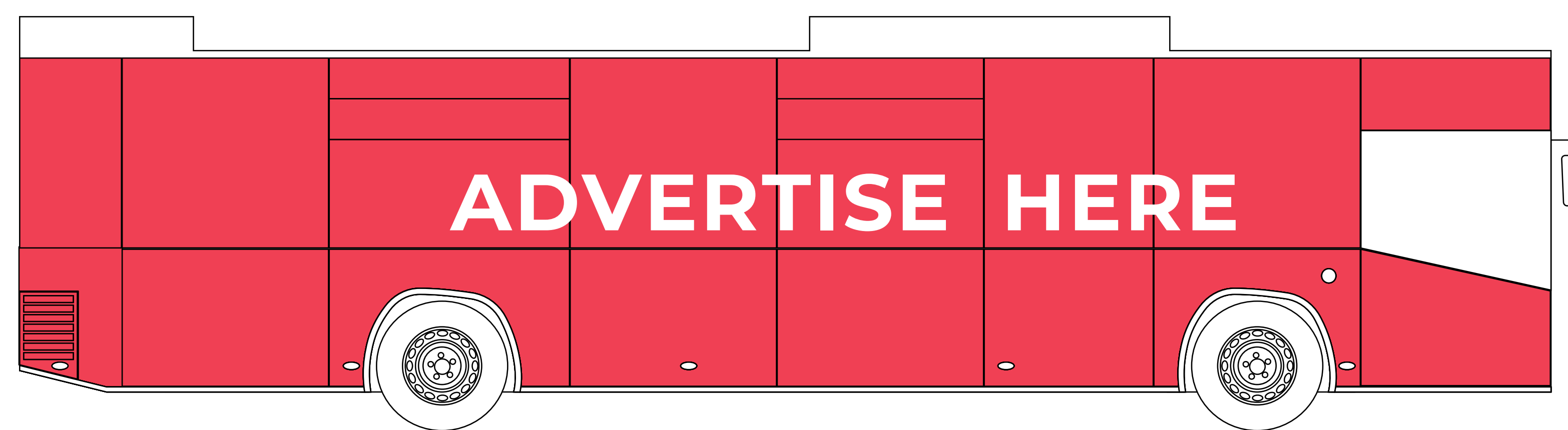


## THE FULL BUS WRAP

Wrapping of both sides of minibus with print on metal and glass panels and full rear wrap.

Full pricelist on page 18

**€1,300**  
**PER MONTH**  
AND A €2,900 ONE-TIME FEE FOR  
PRINTING & AFFIXING

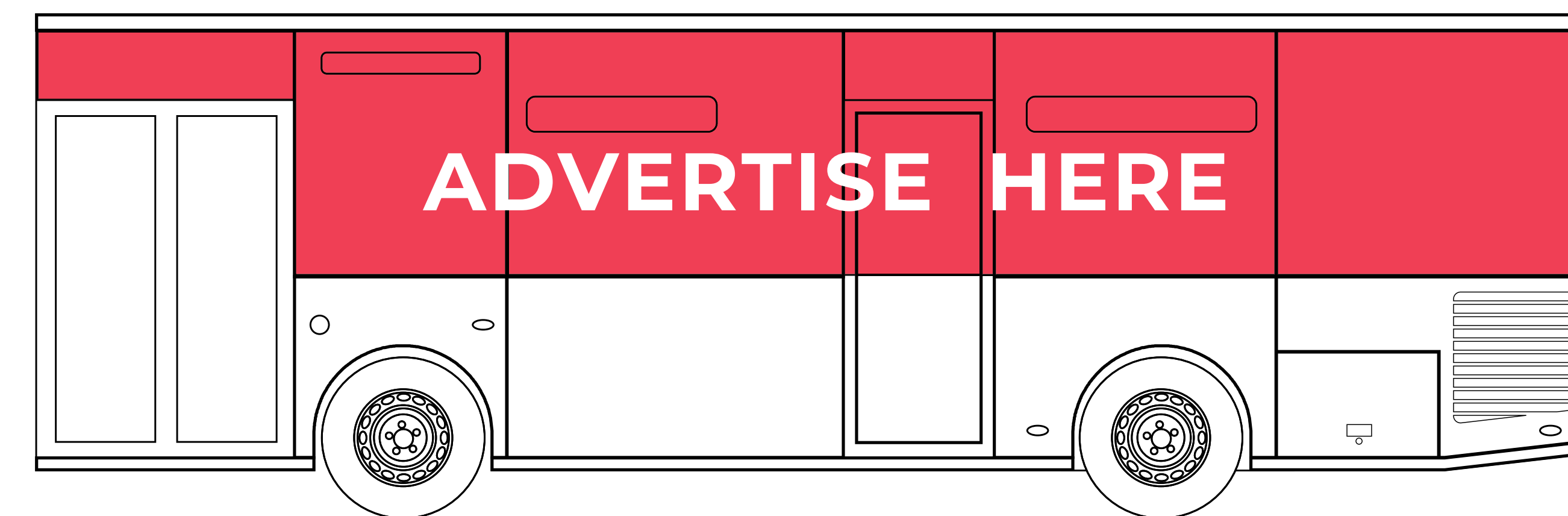
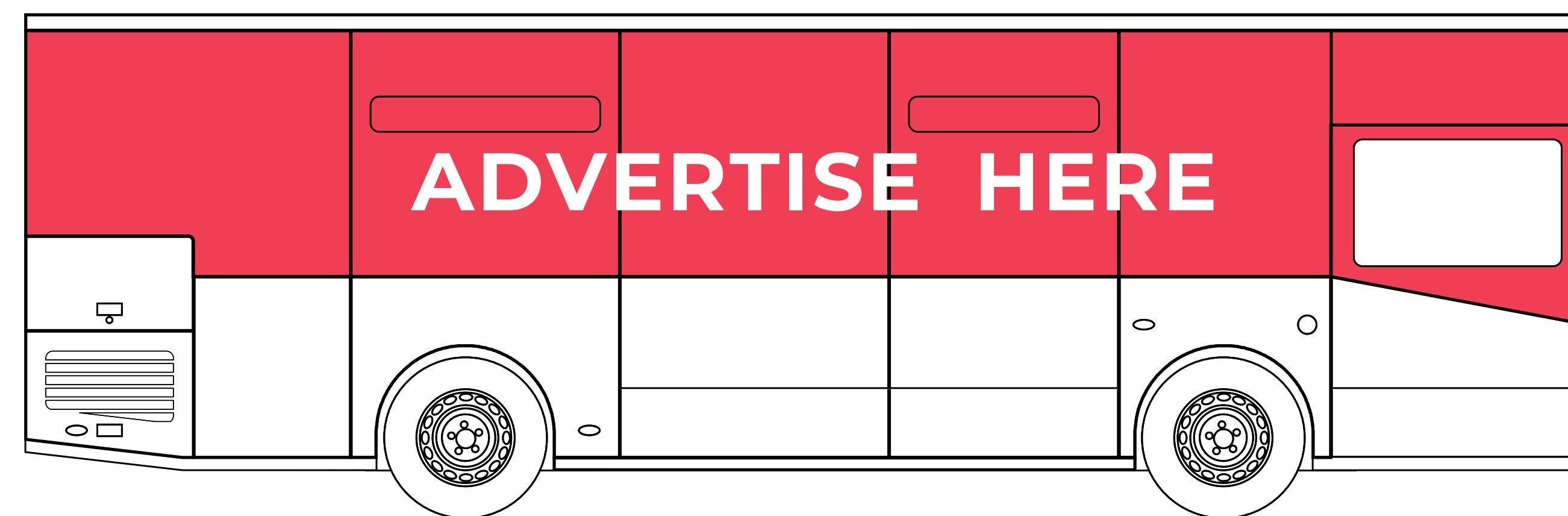


## THE SUPER SIDES WRAP

Wrapping of 9-meter bus including 50% glass panels on both sides.

Full pricelist on page 18

**€700**  
**PER MONTH**  
AND A €1,100 ONE-TIME FEE FOR  
PRINTING & AFFIXING

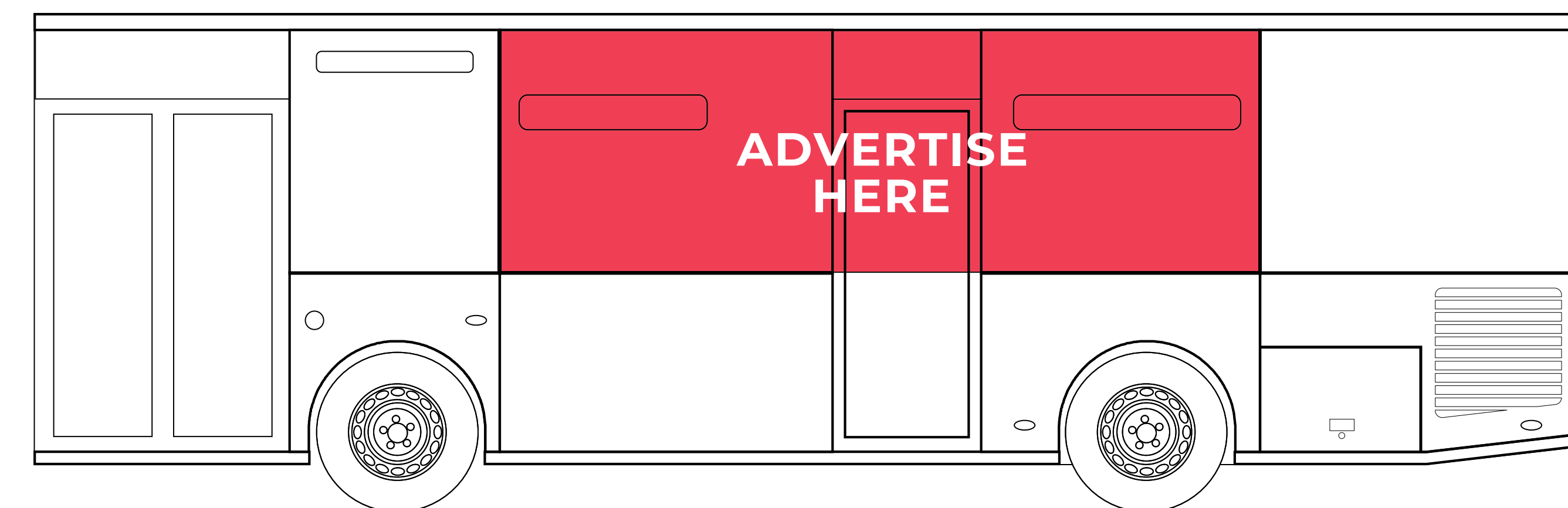
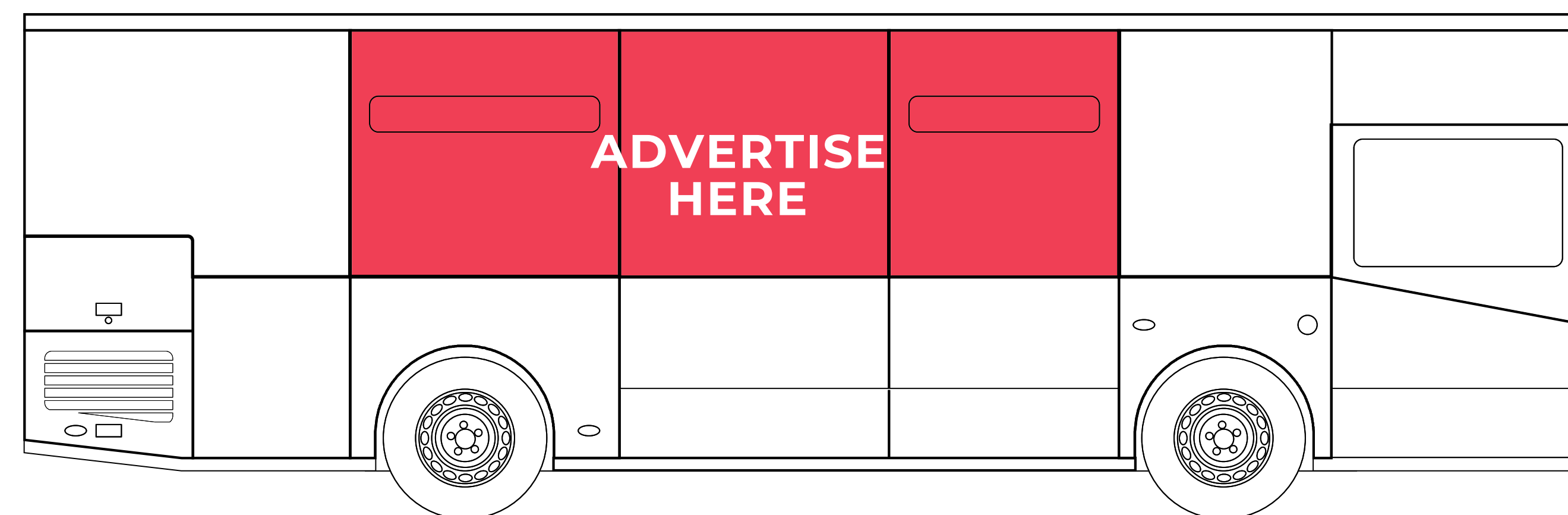


## THE SIDE BAR WRAP

Wrapping of 9-meter bus including 25% glass panels on both sides.

Full pricelist on page 18

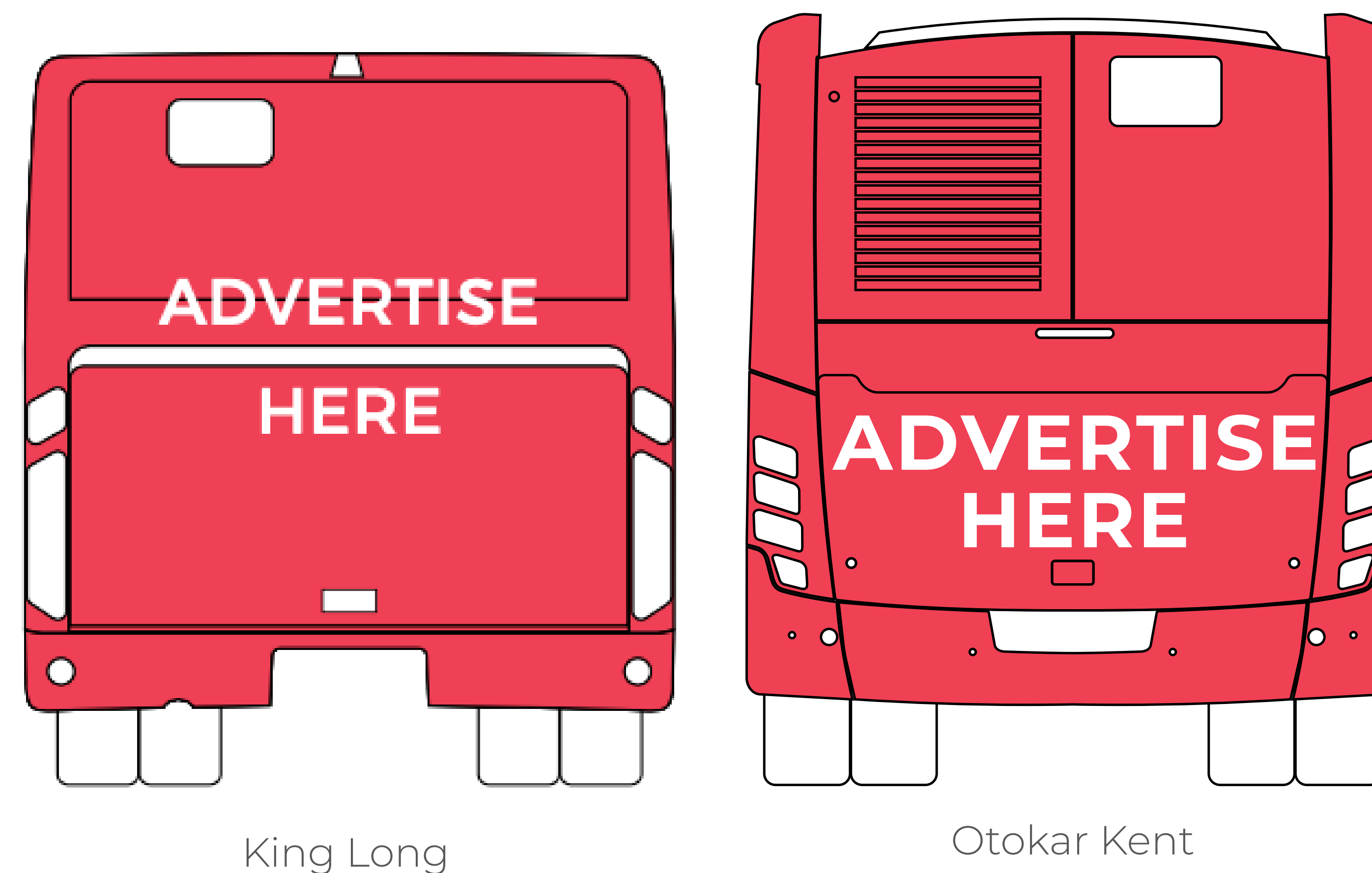
**€350**  
**PER MONTH**  
AND A €550 ONE-TIME FEE FOR  
PRINTING & AFFIXING



## THE FULL TAIL WRAP

Wrapping of full back of bus including bumper and tailgate area.

Full pricelist on page 18



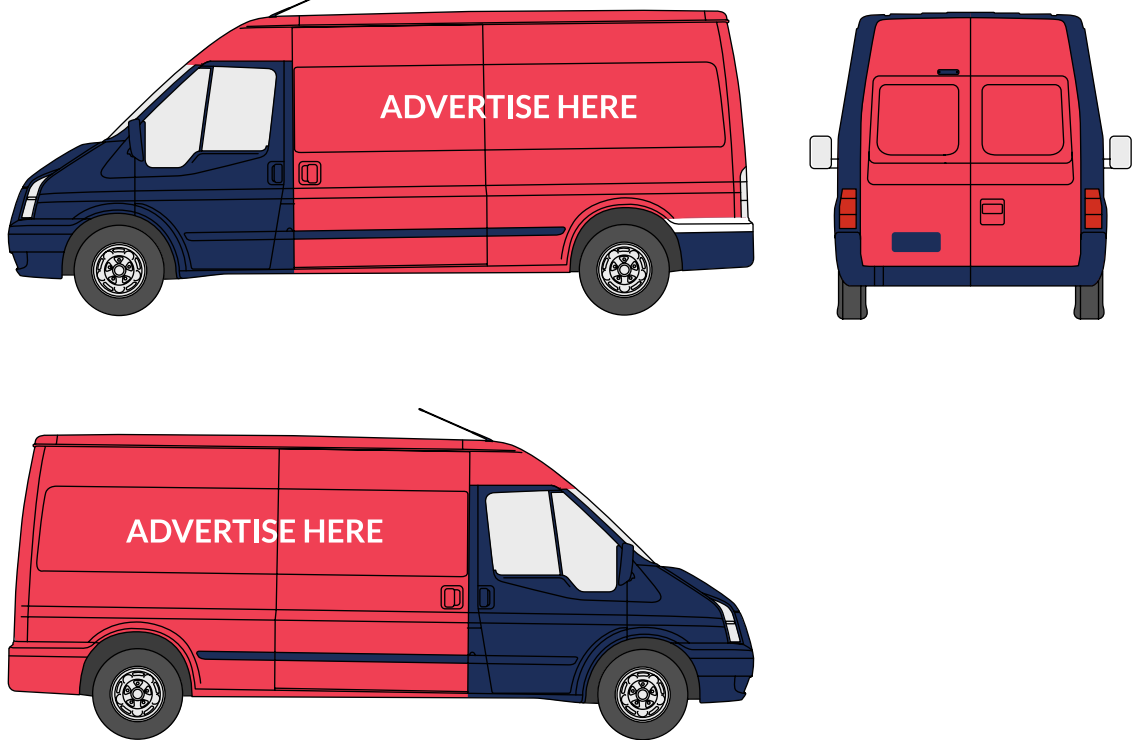
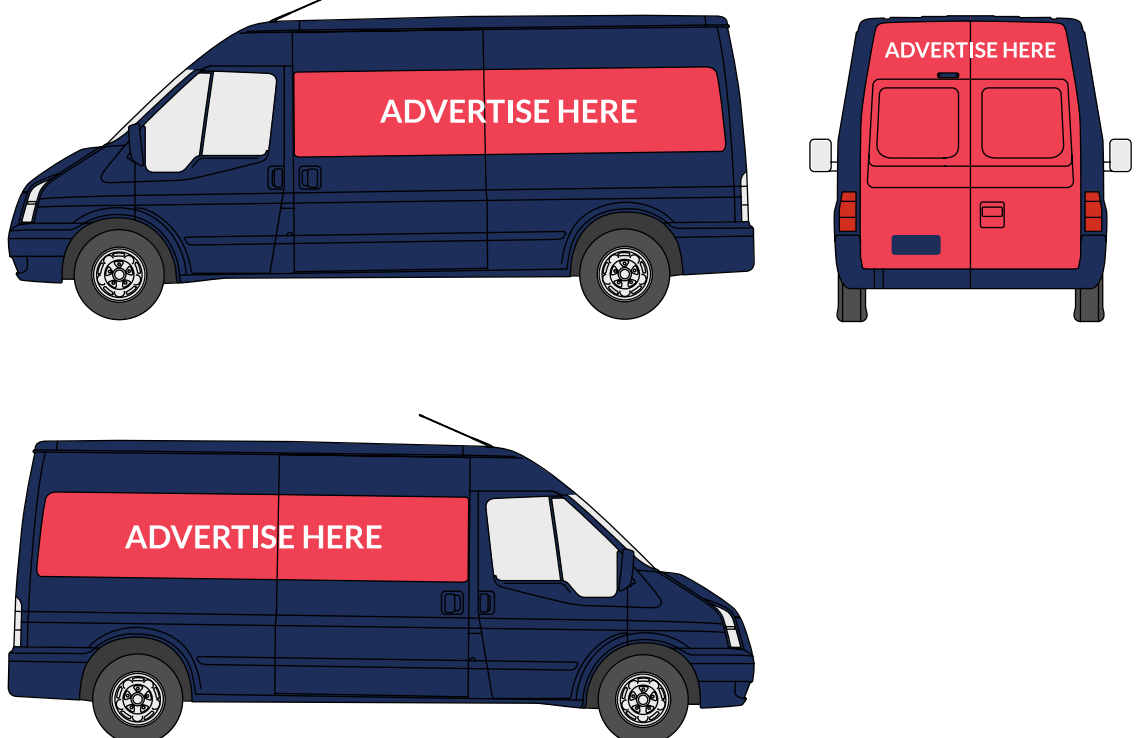

**€350**  
**PER MONTH**  
AND A €450 (KING LONG) /  
€500 (OTOKAR KENT) \*  
ONE-TIME FEE FOR  
PRINTING & AFFIXING

\*BUS MODEL SELECTION IS  
SUBJECT TO AVAILABILITY





# Pricing | Minibus Advertising

COOP Minibuses	AD Type	Description	Advertising Cost 3 Months / MiniBus	Advertising Cost 6 Months / MiniBus	Advertising Cost 12 Months / MiniBus
	Full Minibus	Advertising on 100% of both sides and rear	-	<b>€5,340 PAR INCL.</b>	<b>€7,540 PAR INCL.</b>
<hr/>					
	Minibus Combo	Advertising on glass side panels and rear	-	<b>€2,635 PAR INCL.</b>	<b>€4,085 PAR INCL.</b>
<hr/>					
	Minibus Rear	Advertising on full rear	<b>€840 PAR INCL.</b>	<b>€1,230 PAR INCL.</b>	<b>€1,985 PAR INCL.</b>

\* PAR - Printing, Affixing and Removal Costs.  
All prices are quoted exclusive of VAT or any other applicable tax

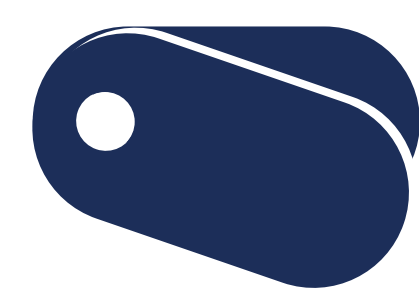
# Pricing | Bus Advertising

MPT Buses	AD Type	Description	Printing, Affixing and Removal One-time fee	Advertising Space Only Monthly Price
	Full Bus Wrap	Advertising on 100% of both sides and full tail	€2,900	<b>€1,300</b>
	Super Sides Wrap	Advertising on 50% of both sides	€1,100	<b>€700</b>
	The Side Bar Wrap	Wrapping of 9-meter bus including 25% glass panels on both sides.	€550	<b>€350</b>
	Full Tail	Wrapping of full back of bus including bumper and tailgate area.	€450 (King Long) €500 (Otokar Kent)	<b>€350</b>

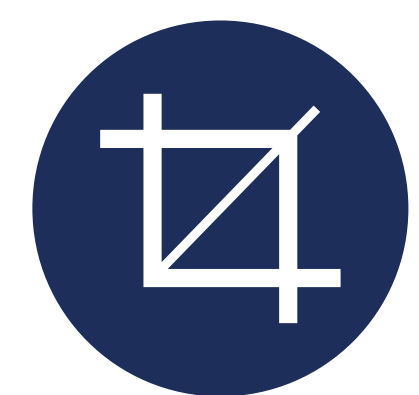
All prices are quoted exclusive of VAT or any other applicable tax

# Main Terms

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Rates quoted are exclusive of VAT or any other applicable tax.



Artwork must be submitted according to the standards specified by Moving Ads and shall be subject to approval by vehicle operator.



Adverts are printed and affixed within 5 to 10 working days from artwork approval, depending on Ad Type chosen.



Payment terms are 25% deposit to secure the booking, with remaining balance to be invoiced monthly in arrears throughout the Ad duration.



Cancellations shall only be accepted within five (5) working days from receipt of booking order and deposit. Cancellations beyond this timeframe are subject to a penalty of fifty per cent (50%) of order total.

# CONTACT US

## Address

217/3, 21st September Avenue  
Naxxar NXR 1013

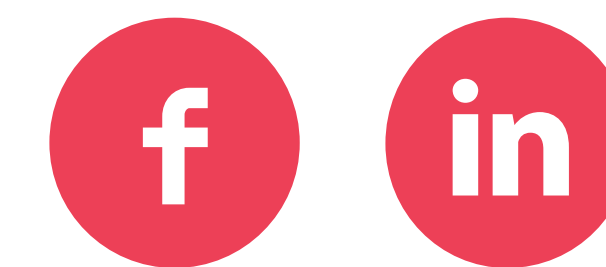
## Phone Number

+356 7977 0900 or  
+356 7977 0000

## E-Mail

[info@movingads.com.mt](mailto:info@movingads.com.mt)

## Follow us:



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**For other Out of Home Advertising options also visit our sister company's website: [www.cowfish.com.mt](http://www.cowfish.com.mt) or contact us on [info@cowfish.com.mt](mailto:info@cowfish.com.mt)**

**Thank you**