

# SMART BUS ADVERTISING

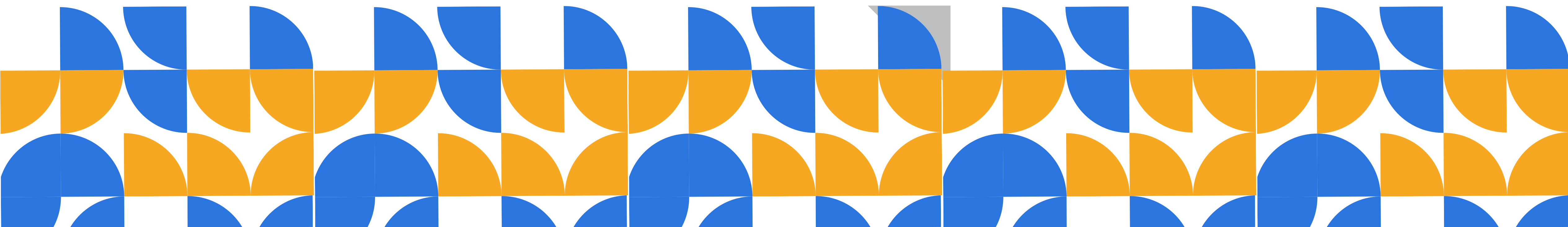
BUS BRANDING







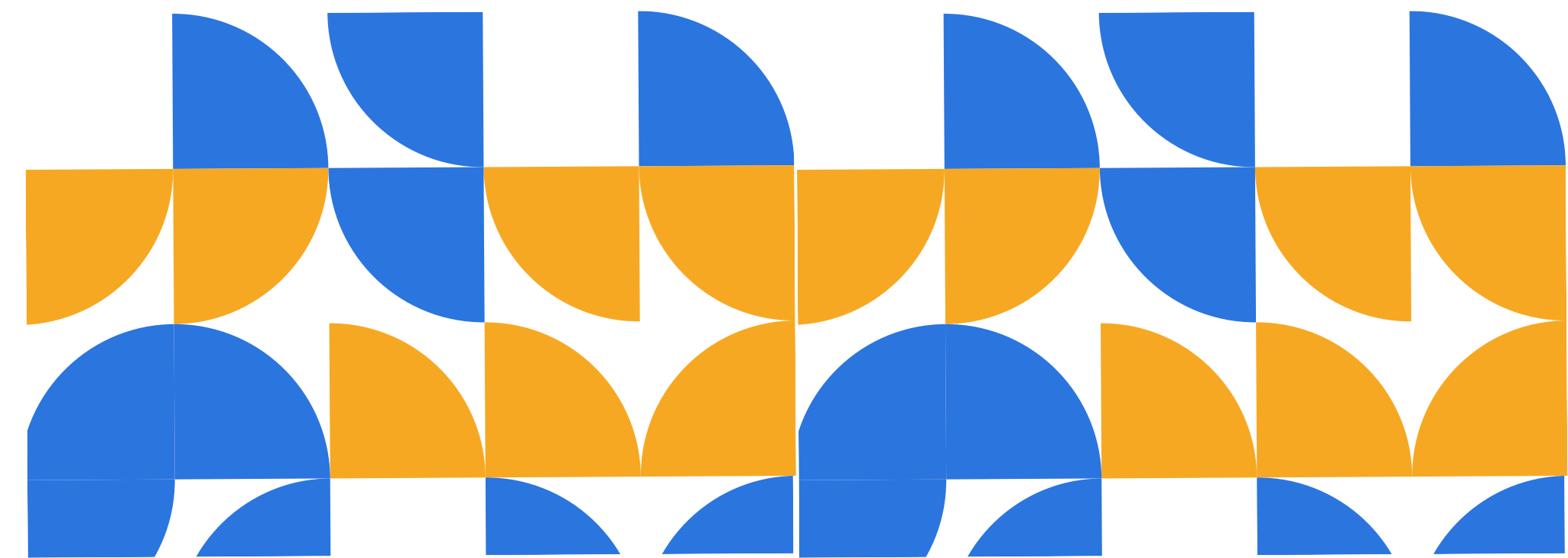
# WHY BUS BRANDING?



# THE INTERNATIONAL STANDARDS

A solid blue horizontal bar with a slight diagonal cut on the right end.

- Free Onboard Wi-Fi Services
- Electronic Payment System
- Automatic Passenger Counter
- LCD Passenger Information System
- LED Destination Screens
- Station Announcement System (Access)
- Security Surveillance Cameras
- Onboard Bus Computer System (NOC Connectivity)
- Headphone Jack (2Ch)
- USB Charging Outlet
- Trip Planning through Website & Mobile App
- Smart Bus Stations with Estimated Time of Arrival
- Electronic Fair Collection & Validation System
- Onboard Passenger Information System
- Intensive Drivers' Training & Testing Programs
- RATP Style Inspection Process with Trained Inspectors
- State-Of –The-Art Garage Facilities
- 7/24 Network Operations Center (N.O.C.)





# WHY SMART BUS BRANDING?



- Hard to ignore
- It can't be turned off like television
- Bring your message to most desirable high traffic areas even those parts of town where billboards are not allowed
- It reaches drivers and passengers no matter what radio station they're listening to
- The large, colorful, innovative designs demand attention
- You have exclusivity in your space
- Your message delivered to a variable audience
- It offers flexibility of ad size and locations
- Attractive ROI & CPM
- 18 working hours per day
- 350 KM daily distance per vehicle
- 180 viewers per every 1 KM - Estimated
- 50 K viewer per vehicle/ per day
- 1.5 M viewer per vehicle/ per month
- Full geographical coverage, Cairo city



# BUS BRANDING ELEMENTS



- Bus Hangers
- Activation & Sampling
- Virtual Stations



- Bus Wrap
- Roof Branding
- Back Seat



- Exterior Screen Ads
- Tickets & Card Logo Placement
- Terminals & Stations





# BUS BRANDING SPOTS



LONG BUS 100  
MINI BUS 100

\*\*Rates are subject to change on high seasons  
\*\*Production & Taxes to be added

Available for various routes

Buses	1 Month
Long Bus	35,000 EGP
Mini Bus	25,000 EGP

Buses	Production Fees
Long Bus	TBD
Mini Bus	



BUS WRAP





# BUS WRAP LAYOUT

## LONG BUS



VOLVO



MERCEDES



GREEN BUS



# BUS WRAP LAYOUT

## MINI BUS



CHEVROLET - GM



MERCEDES 324 - 618 - 111



MITSUBISHI M20



# ROOF & TOP SIDES BRANDING

\*\*Rates are subject to change on high seasons  
\*\*Production & Taxes to be added

Buses	1 Month
Long Bus	10,000 EGP
Mini Bus	10,000 EGP



ROOF  
BRANDING



INTERNAL GLASS **BRANDING**

MID GLASS **X1**

BACK DRIVER GLASS **X2**

\*\*Rates are subject to change on high seasons  
\*\*Production & Taxes to be added

Buses	1 Month
Long Bus	10,000 EGP



INTERIOR  
BRANDING



# LONG BUS 44 SEATS/BUS

\*\*Rates are subject to change on high seasons \*\*Production & Taxes to be added

Buses	1 Month
Long Bus	10,000 EGP



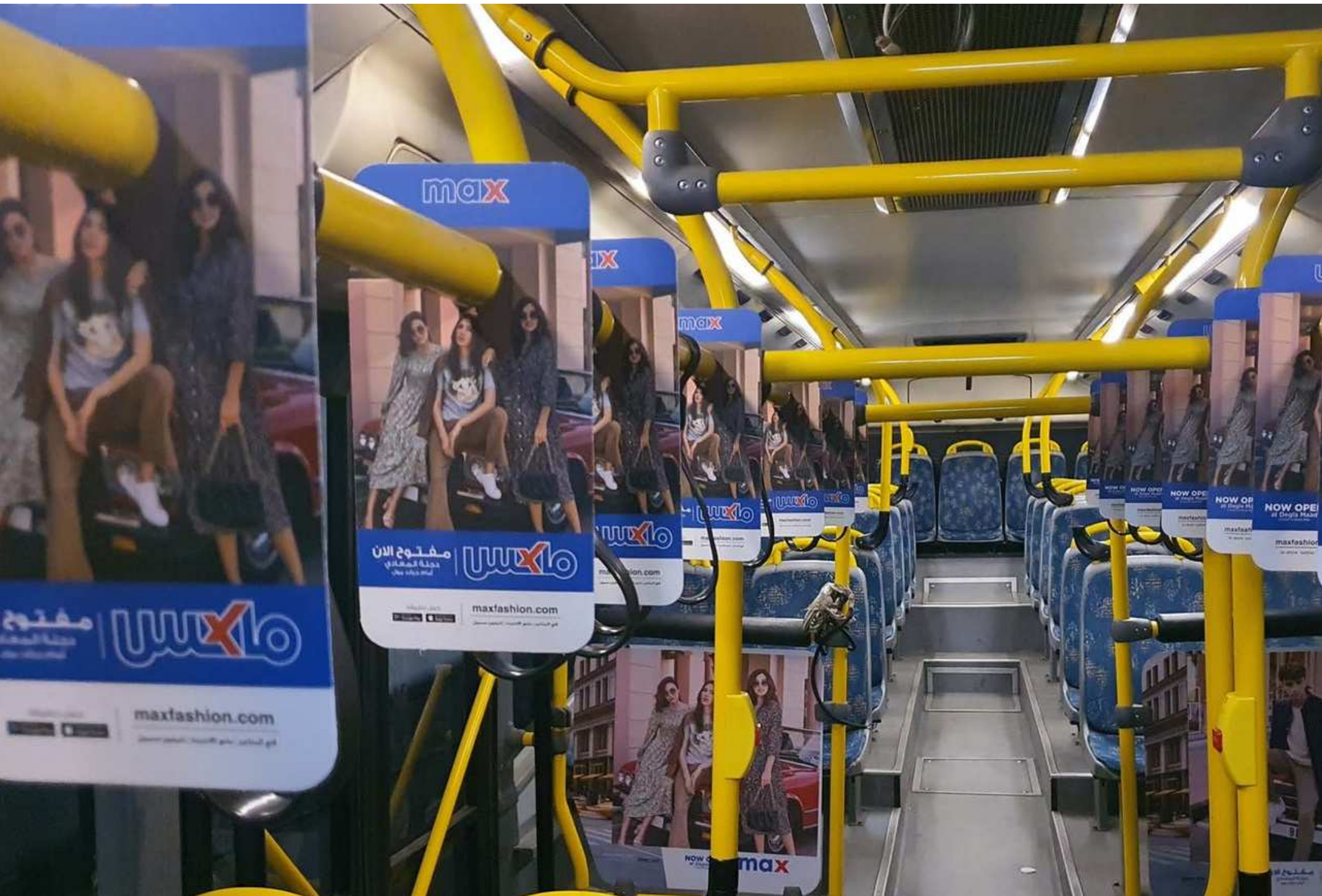
BACKSEAT



LONG BUS QTY 20  
MINI BUS 12

\*\*Rates are subject to change on high seasons  
\*\*Production & Taxes to be added

Buses	1 Month
Long Bus	5,000 EGP
Mini Bus	3,000 EGP



BUS  
HANGERS





LONG BUS 2 PROMOTERS  
MINI BUS 1 PROMOTER

Promoters distributing fliers or sampling product  
Client must either having full interior branding or full wrap for this option

\*\*Production & Taxes to be added

Buses	1 Month
Long Bus	3,000 EGP
Mini Bus	1,500 EGP



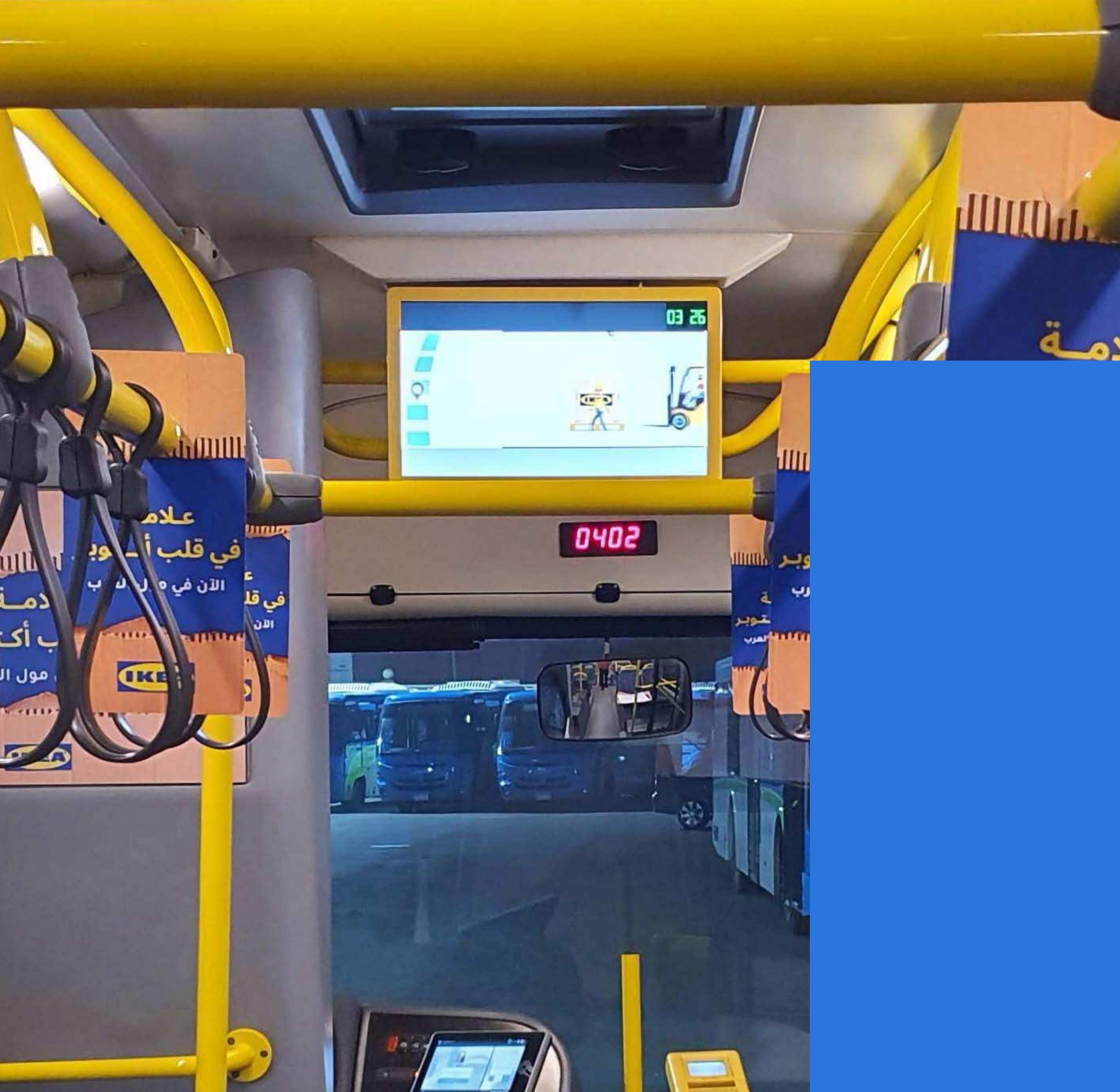
ACTIVATION  
& SAMPLING



Get your brand to be the name of a sub station

**Rates are provided upon request**

**\*\*Production & Taxes to be added**



# INTERNAL SCREEN ADS





Each route has 5 buses  
Screen Ad Spot is 15 sec  
60 on long buses (all routes)  
72 on mini buses

\*\*Production & Taxes to be added

Rates are provided upon request


# EXTERIOR SCREEN ADS







tickets  
& card logo  
placement



**AVG. 1,000,000**  
Single Tickets/Month

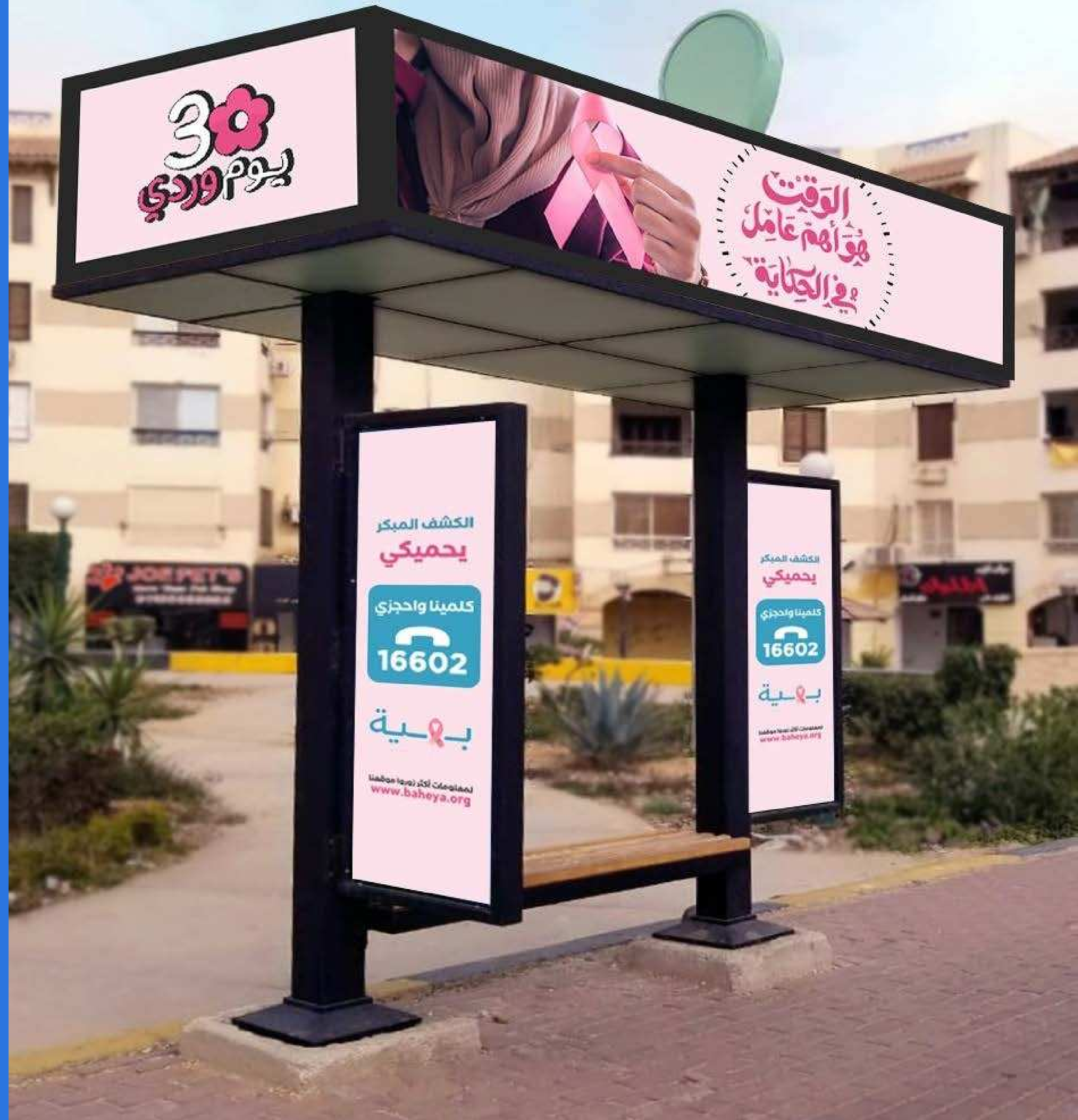
Mwasalati Card (e-wallet ):  
Two payment methods:  
cash / smart cards

**120K** Prepaid Cards/Annual

\*\*Production & Taxes to be added



# TERMINALS & STATIONS







Avg. Daily Trips:  
1000

Avg. number of cardholders:  
70,000 passengers  
Avg. number of charging

100EGP/month

15,000 passengers

Avg. number of tickets/month:  
1,000,000 tickets

# OUR ROUTES



# LONG BUS ROUTES

Bus	Bus Route (Round Trip)
M5	AUC Gate 4 to Abd El Menaem Reyad
M6	AUC Gate 4 to Saray Al Qubba
M8	AUC Gate 4 to Cairo University
M9	AUC Gate 4 to Maadi
M7	Tahrir to Hadayek Al Ahram
M10	6 October Station to Abd El Menaem Reyad
M21	Leilet el Qadr Sq. to Cairo University
G1	Hadayek Al Ahram to 6th District Nasr City
G2	Hadayek Al Ahram to Koleyet El Banat

# MINI BUS ROUTES

Bus	Bus Route (Round Trip)
111	Cairo Airport to Dawaran Shobra
324	Cairo Airport to Embaba
381	Cairo Airport to Bulaq Al Dakrur
618	Obour to 7th District
M20	Sheikh Zayed Station to Cairo Uni Engineering
M11	Hadayek Al Ahram to City Stars
M22	Remaya Sq. to Hadayek October
M23	New 6th October City to Remaya Sq.
GM1	Tahrir Sq. to New Cairo
GM81	Abu Wafeih to New Cairo
GM7	Boulaq El Dakrour to Rehab Gate 6
GM6	Dawaran Shobra to 3rd Settlement
GM9	Ahmed Helmy Sq. to 3rd Settlement





# TERMS & CONDITIONS

1. Rates don't include production, installation, operation and taxes fees.
2. Production and installation is done by Mowaslat Misr.
3. Campaigns that last for over 3/2 months, will require reproduction and maintenance that will require extra fees.
4. Design must be sent for approval.
5. Booking confirmation must be signed and sent 10 days before campaign with full payment in advance including production and installation cost.
6. Cancellation requires minimum a week prior to the campaign, if not the paid fees won't be refunded.  
If the campaign was canceled a week from the campaign then it will be postponed for another time.
7. Any legal issues that happens and extra permits that need to be made for the campaign will be the liability of the client.



# thank you

Contact Us For More Information & Booking

Mobile: +201113994443

Email: [m.azab@entasher.com](mailto:m.azab@entasher.com)

