

Taxi Advertising Application

Today's Date: _____

Color Scheme Information (Please Print Clearly):

Color Scheme Name		Phone Number	
Manager Name (Last, First)		Phone Number	
Address	City	State	Zip Code

Taxi Industry Fund (Please submit with this application):

_____ X	_____ X	\$143	=	\$	_____
Number of Vehicles used for Taxi Ad	Number of Months (6 month max./vehicle)				Total Fee Due

Advertising Information (Please Print Clearly):

Contact Person (Last, First)		Phone Number	
Company Name			
Address	City	State	Zip Code
Campaign/Advertiser		Duration of Campaign	
Number of Taxis Being used for Campaign		List all Medallion Numbers that will be used for the Campaign	
Brief Description of Proposed Taxi Advertising			

***PLEASE INCLUDE COLOR COPIES OF THE ADVERTISING CAMPAIGN ALONG WITH THIS APPLICATION AND FUND PAYMENT.**

I (We) hereby agree to the proposed Taxi Advertising. Executed this _____ day of _____, 20_____.

Color Scheme Manager Print Name (Last, First) Signature

OFFICE USE ONLY			
Date	Amount	Decision of SFMTA TAXI SECTION	Photos Submitted
Received by:	Receipt No.		

(Rev. 6/8/10)

SFMTA TAXI SERVICES

Taxi Advertising Application Instructions

The SFMTA Taxi Services has created a Taxi Advertising Application Form to be used for all future Taxi Wraps. The entire application form is to be completed by the Color Scheme and turned in with your Taxi Wrap fees and color copies of the advertising campaign. A complete application includes the following items:

- Completed Taxi Advertising Application
- Taxi Industry Fund*: Check or Money Order made out to the SFMTA Taxi Services (\$143 per wrapped taxi per month)
- Color copies of the advertising campaign (color copies of the advertising campaign will be supplied to you by the Advertiser)

Please feel free to contact the SFMTA Taxi Services at (415) 701-4400 if you have any questions regarding these instructions.

Taxi Wrap Procedures

1. No more than 15% of each color scheme may be wrapped. If 15% is less than 10 taxis, 10 taxis in a color scheme may be wrapped.
2. All wrapped taxi advertisements shall be confined to one color scheme for the duration of the advertising campaign.
3. Each wrap request shall contribute \$143.00 per wrapped taxi per month to the Taxi Industry Fund.
4. Wrap shall follow SFMTA Taxi Services rules for identification of taxi number, taxi company and city of operation.
5. Trunk and top advertiser shall be the same as wrap advertiser.
6. Each advertising wrap must be removed from a taxi within seven days from the ending date of the advertising contract. Conversion from wrapped taxi to unwrapped taxi will be staggered with each company to prevent any interruption of service.
7. The SFMTA Taxi Services must approve any deviation from these procedures.
8. The London Taxi vehicles may be wrapped continuously during its service life.
9. Subject to all of the wrap guidelines, all vehicles may be continuously wrapped for the first two years of its service life.