



**ROLLING
GEEKS**
your tour, your way

THE ROLLING GEEKS TOUR

Advertising Showcase

 **The Advertising Space**





Fantastic Transit Advertising Opportunity!

There is an exciting new business starting up in Malta's historical harbour area, covering Senglea, Vittoriosa, Cospicua and Kalkara.

The Rolling Geeks Tour consists of electric cars with an inbuilt GPS for the ultimate sightseeing experience in a talking tour car.

In just 2 hours you can see 3 of the richest historical cities in Malta, discovering incredible areas you just couldn't manage in a whole day on foot.

Self driving in the two seater electric cars, customers will be guided in their own language to all the interesting spots in a fun manner.

Moreover this set up gives customers the opportunity to stop wherever and whenever they wish. Whether it is to find out more about a particular sight of their interest or simply to enjoy a drink along the route, it is the customer who decides. It's your tour, your way

The cars are unbelievably fun to drive, not to mention environmentally responsible, letting you experience authentic Maltese culture and climate first hand.

Rolling Geeks are tours with street smarts.

Come roll with the geeks, and see what a tour without boundaries feels like.





Fantastic Transit Advertising Opportunity!

Innovative transit advertising solution

The mobility provided by the cars ensures a larger exposure than a fixed medium

Conspicuous advertising as the cars are an attraction in themselves

High visibility for tourists and locals alike

It reaches a varied audience

Constant ability to find a crowd, mingling with consumers while speaking, showing and selling along the way

Ideal for generic as well as periodical and seasonal advertising

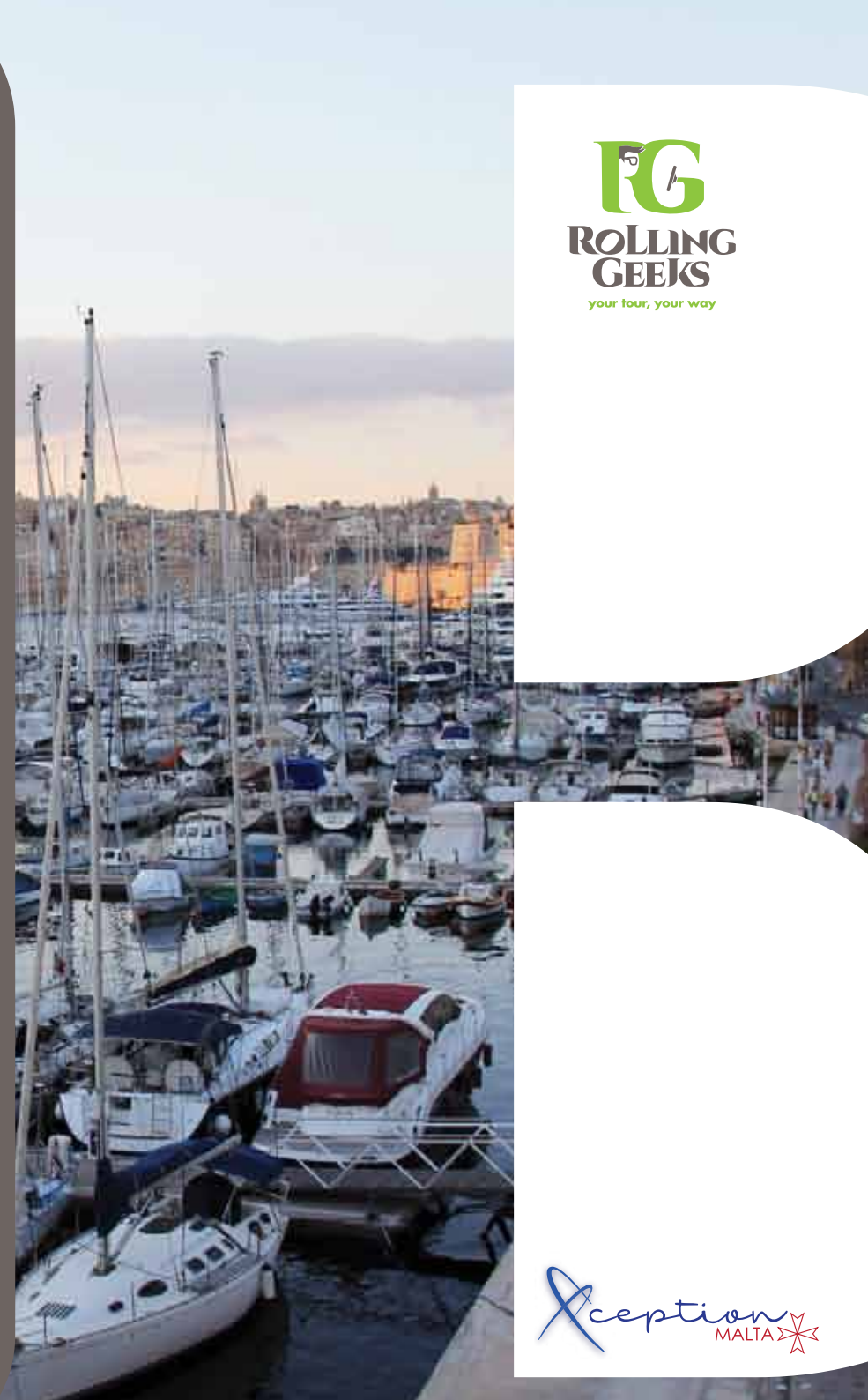
The different advertising spaces in each car, (4 in total), offers more flexibility in terms of design and content

High quality prints demand attention

You can't zap it, you can't ignore it

You get a lot of mileage, no pun intended

Boost your Corporate Social Responsible image



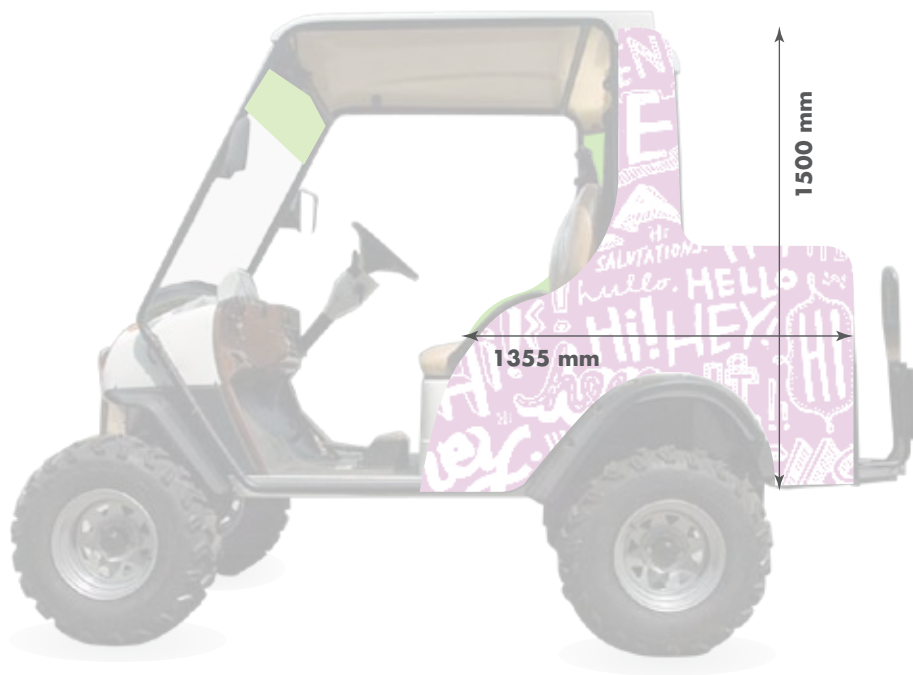
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Acception
MALTA

Specifications

Artworks are to be supplied in electric format at a resolution of not less than 300dpi. All colours should be converted to CMYK colour process. Formats accepted are jpeg, pdf, tiff or eps with all text converted to outlines. All artworks are to be supplied together with a colour proof.

Artworks are to be submitted by not later than ten (10) working days prior to the agreed commencement date.





Terms and Conditions

All rates are exclusive of VAT

A 25% deposit is required upon signing the contract. The remaining balance to be settled once the printing is finished and prior to installation

Re-prints of all or some of the advertising spaces throughout the year is possible. Quotations can be submitted based on your specific requirements

Alternative use of your branded car is possible, e.g. for a company event etc., These kind of requests will be considered on an individual basis





Rate Card

**One time cost for production, printing
and installation per car (*)** €550 + VAT

OPTION A

3 month use of the advertising space per car
€450*/month + VAT

*Rental of advertising space per car for every additional
successive month*

€350/month + VAT

OPTION B

1 year use of the advertising space per car
€3,750* + VAT

Change of artwork during a given rental period:

On each side panel (x1 of 2 panels) €140/panel + VAT

On back square print €50 + VAT

On front bonnet €40 + VAT

(*) Indicates where the one time cost for production,
printing and installation per car needs to be added.



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