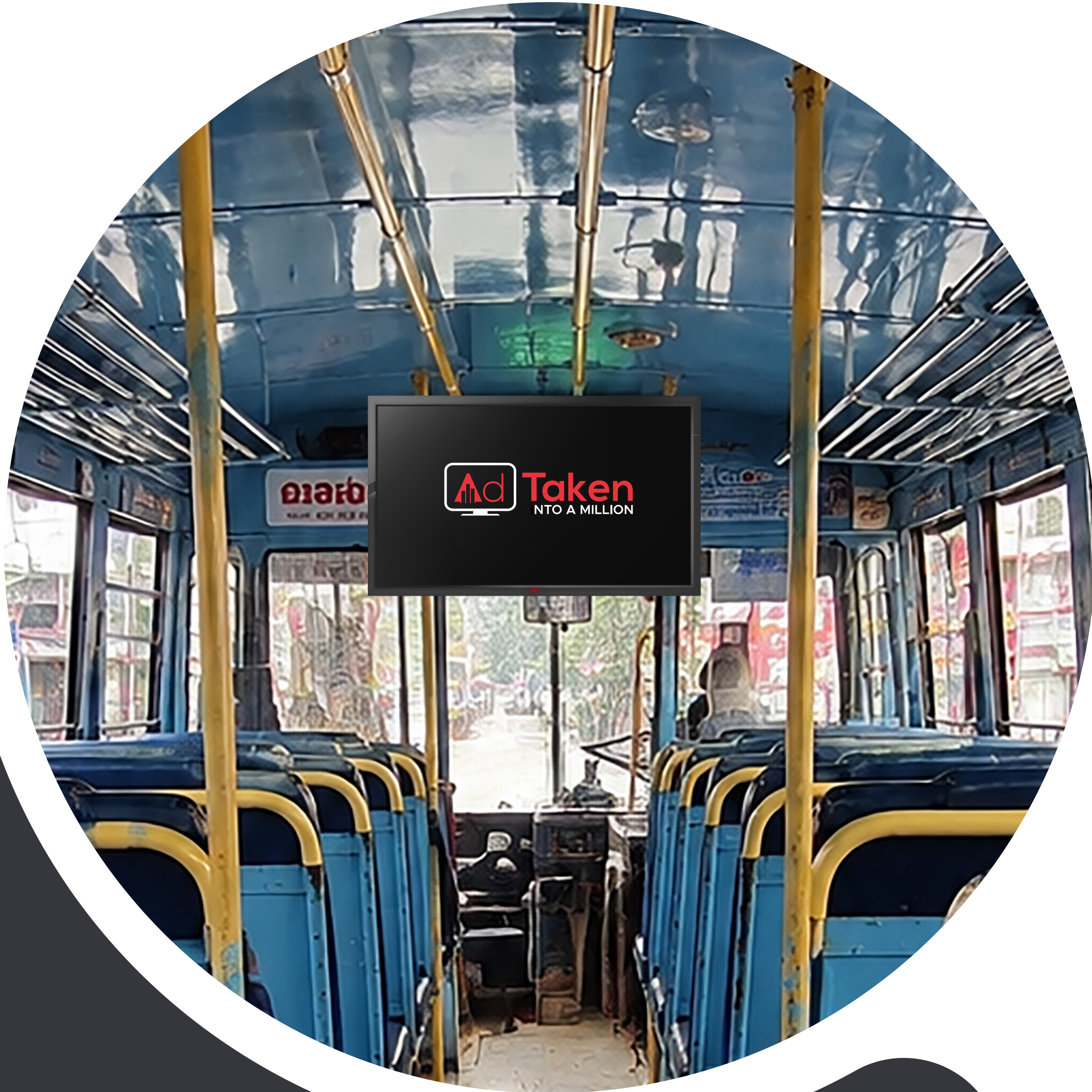




Taken
INTO A MILLION

www.adtaken.com



ADS IN KSRTC

ABOUT ADTAKEN



Adtaken is your 360° advertising solutions partner, delivering end-to-end visibility across outdoor and traditional media. We specialize in high-impact hoardings, LED screens, roadshows, brand activations, KSRTC & Railway branding, theatre advertising, newspaper ads and many more. From concept to execution, we connect brands with audiences at every touchpoint – streets, transit, screens, and print.



Adtaken – One Agency, Every Medium, Maximum Impact.



HIGH VISIBILITY

Buses cover urban, suburban, and rural routes for daily exposure to many people.



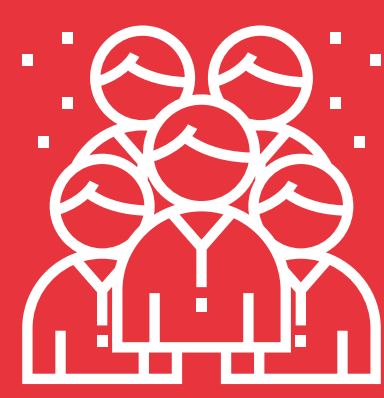
COST-EFFECTIVE

Bus ads are more affordable than TV or print, providing prolonged exposure.



NEXT STOP ANNOUNCEMENT

Real-time next stop alerts improve passenger convenience.



CAPTIVE AUDIENCE

Passengers have time to notice and absorb ads, increasing engagement.



BRAND RECALL

Frequent exposure builds strong brand awareness among regular commuters.



27/7 EXPOSURE

Buses run from early morning to late night, maximizing ad visibility.

PRICE LIST FOR **KSRTC BUS** TV ADVERTISING (NON – SKIPPABLE)

AD SLOT:
 20 SECONDS

AD RECURRENCE:
 IN EVERY 10-15 MINUTES
 (ON THE BASIS OF AD COUNT)

MAXIMUM AD SLOTS:
 20 NOS

DAILY:
 MIN 40+ AD ROTATIONS

RATE CARD AND DURATION – MONTHLY

DURATION	RATE FOR 20 SEC/BUS	RATE FOR 40 SEC/BUS
RATE FOR 01-20 BUSES	₹4000 +GST PER BUS	₹8000 +GST PER BUS
RATE FOR 20-50 BUSES	₹3500 +GST PER BUS	₹7000 +GST PER BUS
RATE FOR 50-100 BUSES	₹3000 +GST PER BUS	₹6000 +GST PER BUS
RATE FOR ABOVE 100 BUSES	₹2500 +GST PER BUS	₹5000 +GST PER BUS