

cosm•s

DOUBLEDECKER COMMERCIAL DECK



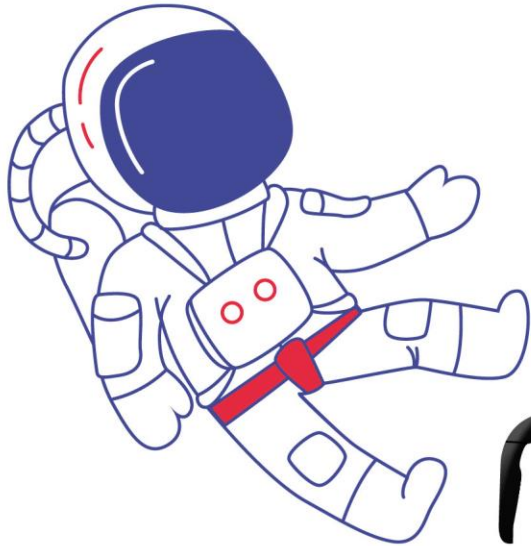
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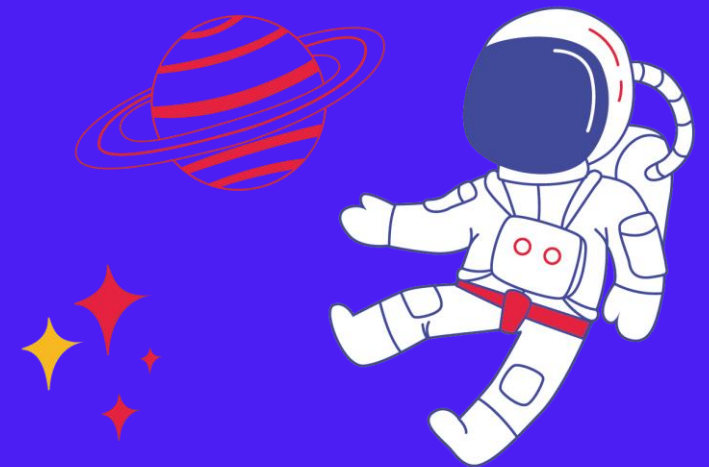


COSMOS & CITYBUS ARE BRINGING YOU THE LARGEST **MOBILE MEDIA CANVAS** IN KUWAIT!



CITYBUS DOUBLE DECKER BUSES ARE NOW
EXCLUSIVELY
WITH

cosm•s





FOR THE FIRST
TIME, THE
BIGGEST MOBILE
BILLBOARD
OPTION MOVING
AROUND ALL
KUWAIT

TALLER

LARGER

GREATER UNINTERRUPTED
VIEWING DISTANCE



THE DOUBLEDECKER! DOUBLE THE IMPACT



**A MOVING MEGA 12m² SIZE
BILLBOARD ROAMING IN KUWAIT
TARGETING:**

**RESIDENTIAL
AREAS**

**COMMERCIAL
AREAS**

CITYBUS DOUBLE DECKER STATS



10

ROUTES

25

AREAS

20

HOURS

TIMING / DAY
3:00AM – 11:00PM

~30

MILLION

PASSENGERS /
YEAR

COSMOS & CITYBUS

ARE BRINGING YOU THE LARGEST

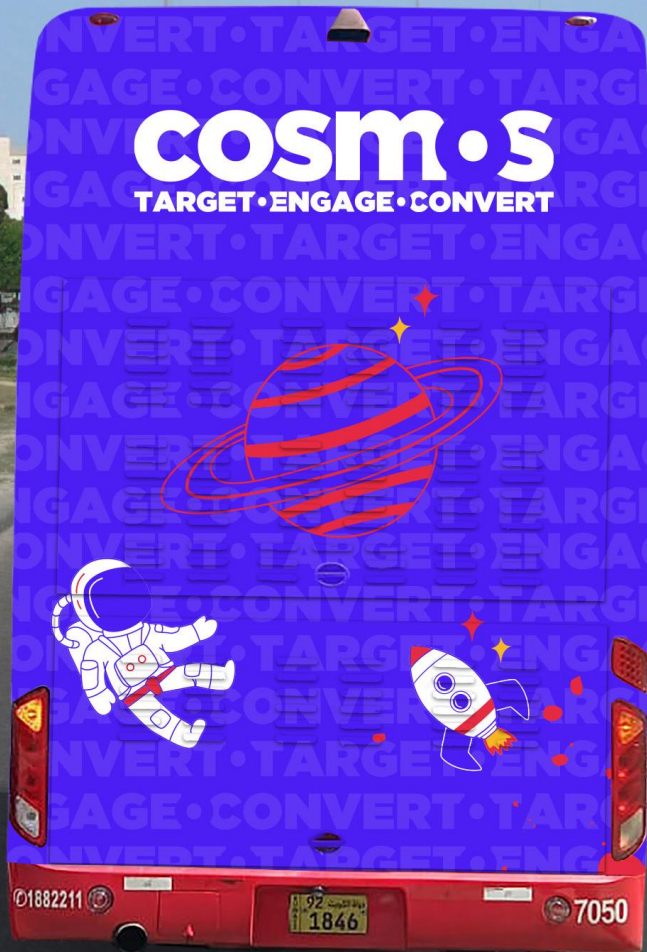
MOBILE MEDIA CANVAS IN KUWAIT!

ROUTES & AREAS



SR.	ROUTE NO.	ROUTE	MID AREAS
1	A1	Salmiya / Avenues A1	Hawally - Shuwaikh
2	21	Jleeb / Mirqab 21	Farwaniya - Khaitan - Yarmouk
3	21A	Farwaniya / Sharq 21A	Khaitan - Yarmouk - Maliya - Mirqab
4	102X	Fahaheel / Sheraton 102X	Mangaf - Abu Halifa - Mahboula - Fintas - Salmiya - Shaab - Sharq
5	59	Hassawi / Mirqab 59	Rabia - Shuwaikh - Maliya
6	66X	Hassawi / Salmiya 66X	Farwaniya - Khaitan - Yarmouk - 4th RR
7	51	Jleeb / Sharq 51	Khaitan - Yarmouk - Maliya
8	15	Salmiya / Sheraton 15	Shaab - Sharq - Mirqab
9	77X	Salmiya / Ardiya 77X	4th RR - Shuwaikh - Reggai
10	999	Fahaheel / Sheraton 999	Mangaf - Abu Halifa - Mahboula - Fintas - Messilah - Rumathiya - Salmiya - Sharq

3.4 – 3.6m*



12m²

3.2m

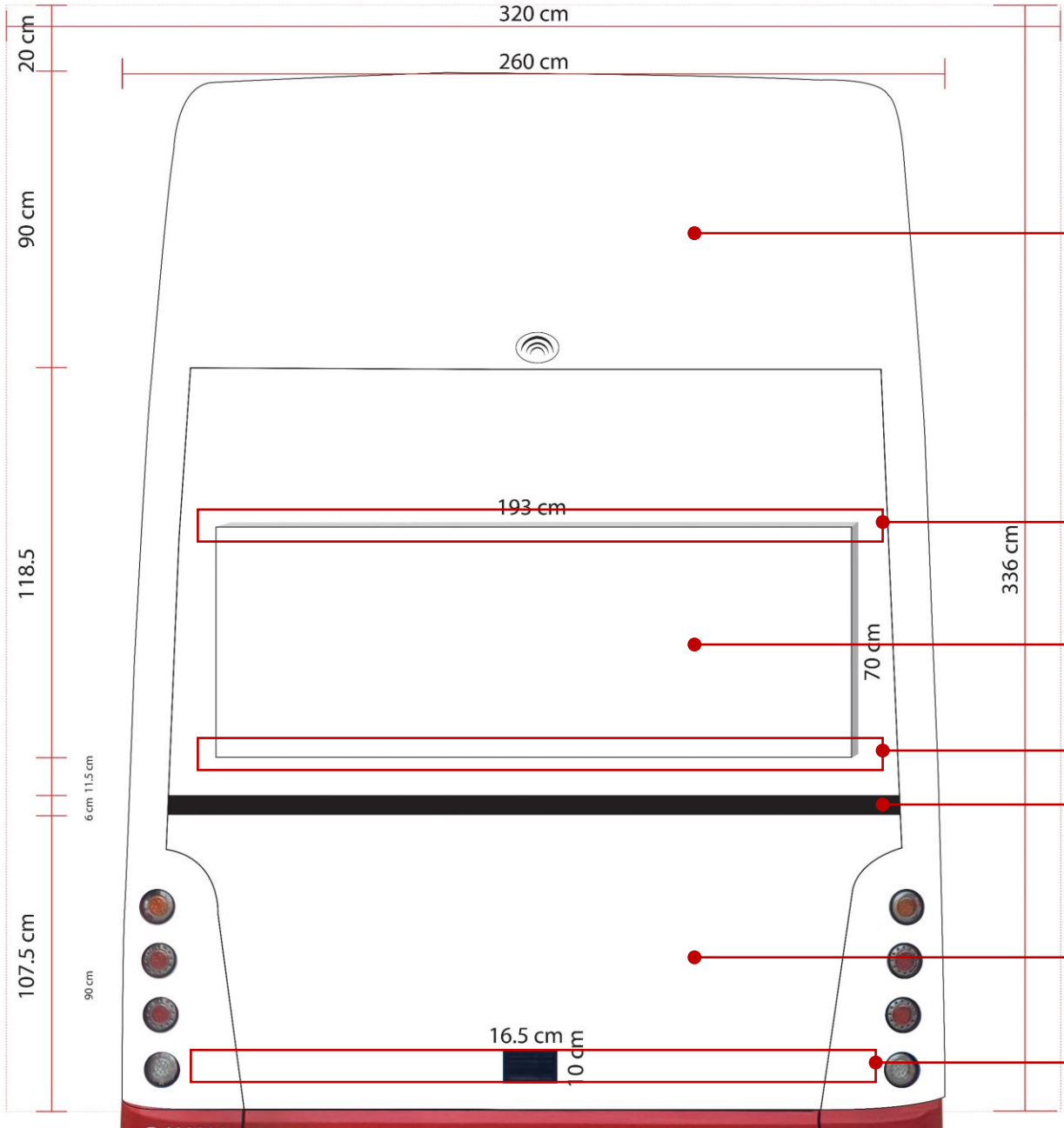
BUS BACK

Grill can be covered with a raised panel without affecting the ad

*HEIGHT VARIES BASED ON DIFFERENT BUS TYPES



CONTENT PLACEMENT SUGGESTIONS (YUTONG)



IMAGES / CONTENT / TEXT / BRAND LOGO
PRFERABLY PLACE CTA HERE AS OPTION 1

NO TEXT OVERLAP

IMAGES / CONTENT / TEXT
PRFERABLY PLACE CTA HERE AS OPTION 2

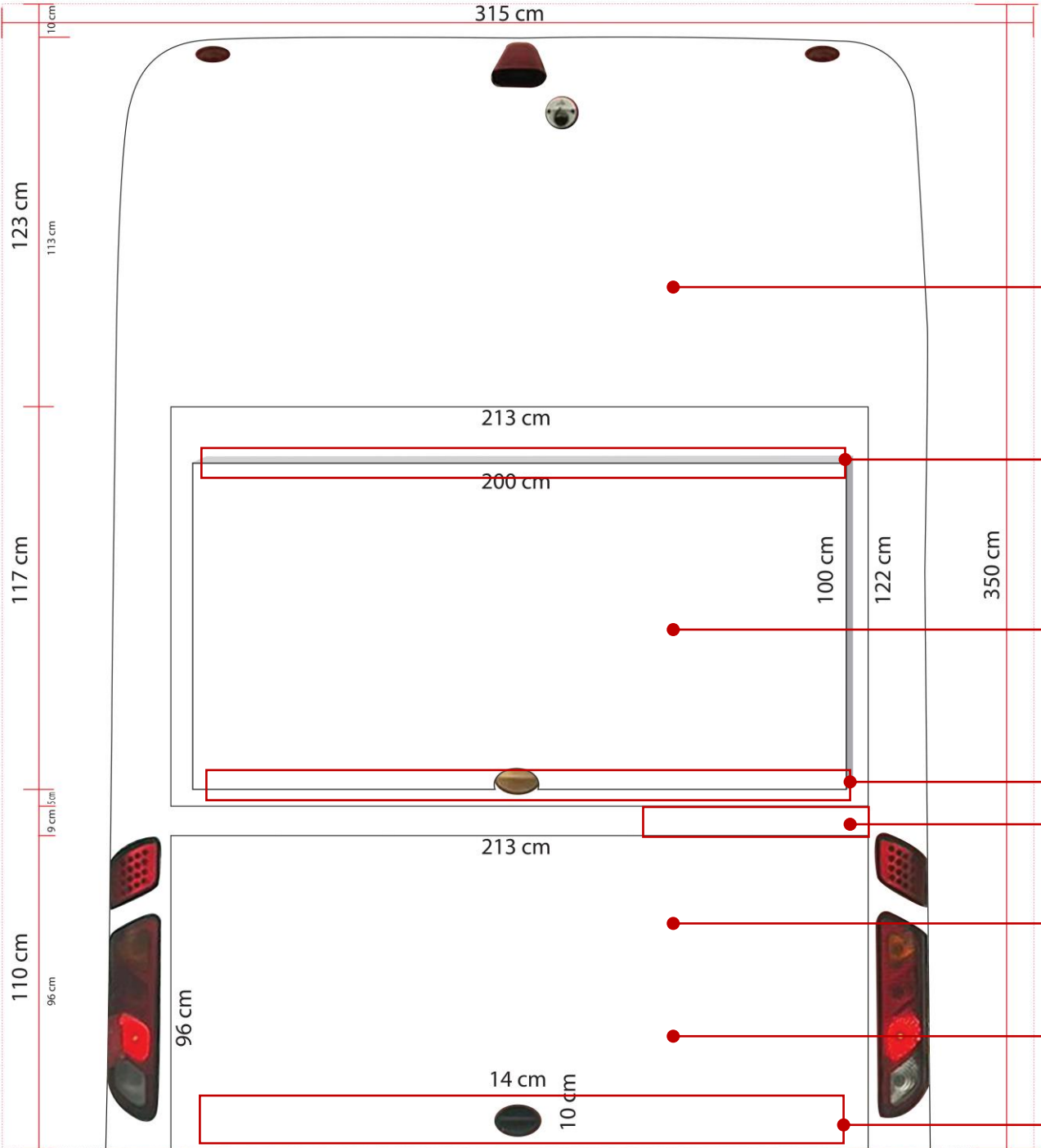
NO TEXT OVERLAP

NO CONTENT AT ALL

IMAGES / CONTENT /
SPONSOR LOGOS / LIMITED TEXT

AVOID TEXT

CONTENT PLACEMENT SUGGESTIONS (KING LONG)



IMAGES / CONTENT / TEXT / BRAND LOGO
PRFERABLY PLACE CTA HERE AS OPTION 1

NO TEXT OVERLAP

IMAGES / CONTENT / TEXT
PRFERABLY PLACE CTA HERE AS OPTION 2

NO TEXT OVERLAP
AVOID TEXT

AREA FOR BACKGROUND IMAGE /
COLORS. NO TEXT

IMAGES / CONTENT /
SPONSOR LOGOS / LIMITED TEXT

AVOID TEXT

BUS SIDES



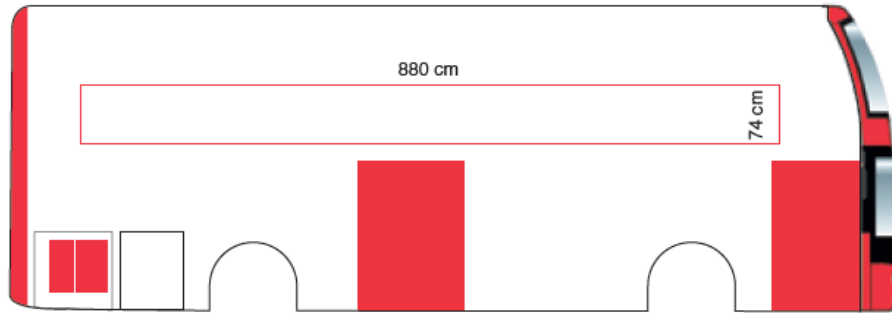
DRIVER SIDE



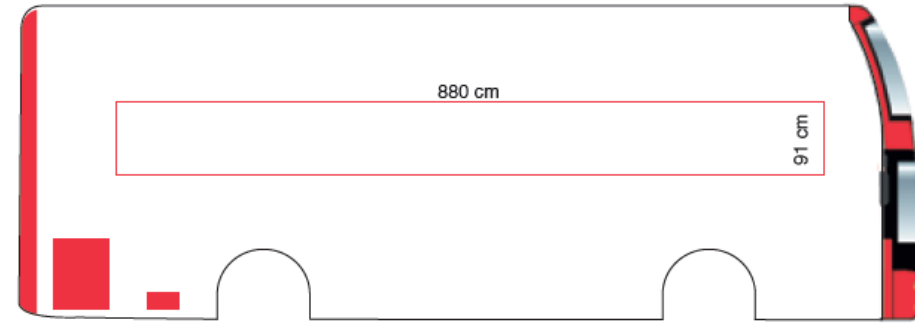
DOOR SIDE

BUS SIDES - SIZES

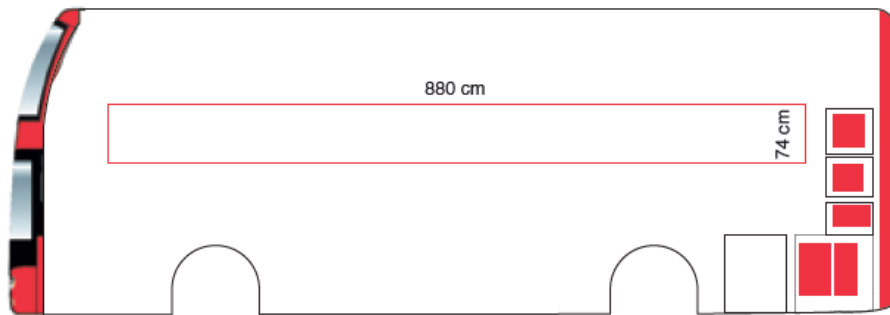
DOOR SIDE



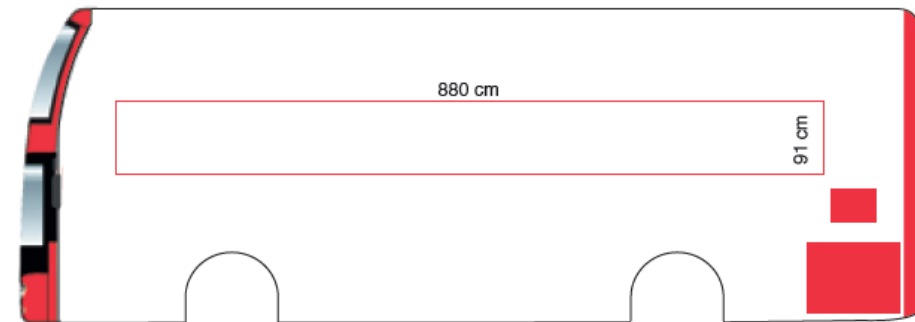
DOOR SIDE



DRIVER SIDE



DRIVER SIDE



KING LONG

YUTONG

PASSENGER SEATS BACK BRANDING



DANGLERS



CUSTOMIZED UNITS. DIMENSIONS OF DANGLERS WILL BE DONE IN A WAY THAT ENSURES THEY DON'T TOUCH THE HEADS OF PASSENGER'S.

SOME OF OUR CAMPAIGNS



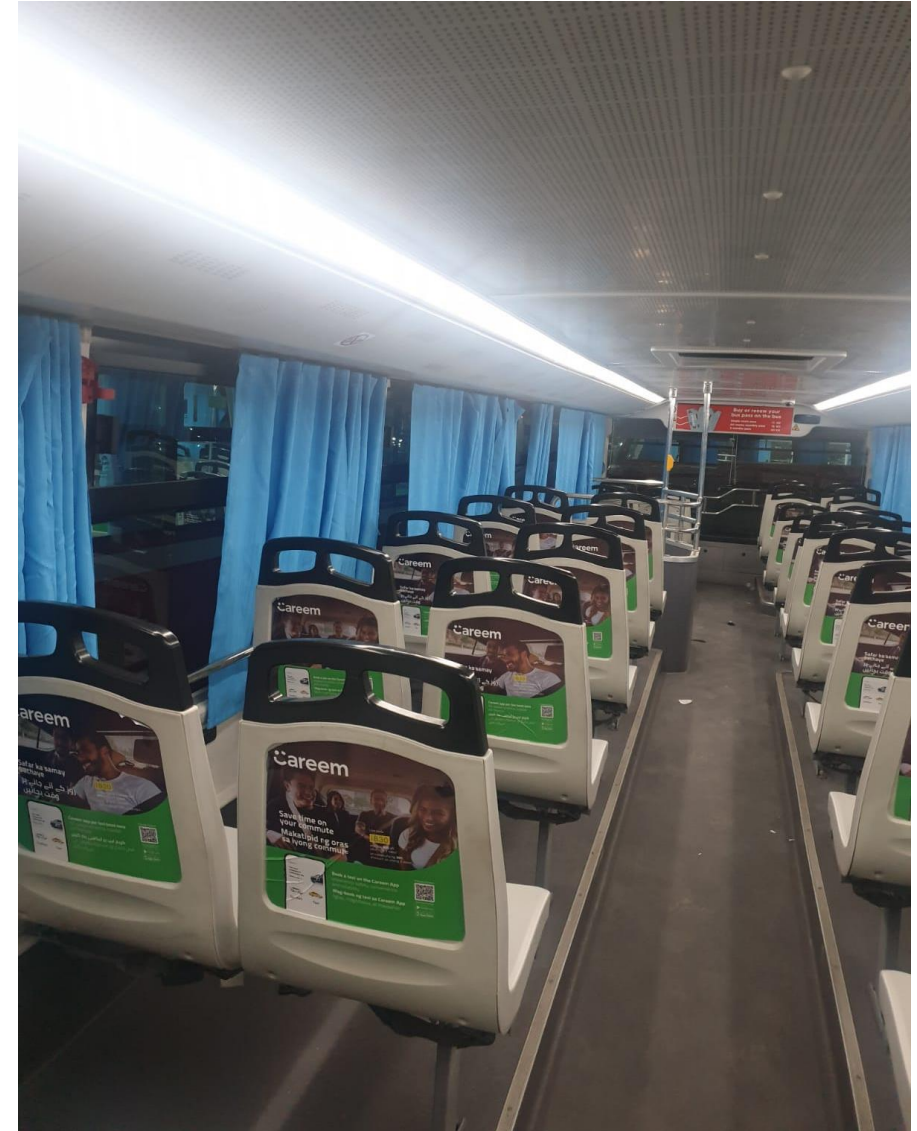
SOME OF OUR CAMPAIGNS



SOME OF OUR CAMPAIGNS



SOME OF OUR CAMPAIGNS



RATES

ELEMENT	DURATION	MIN NO. BUSES	PRODUCTION / BUS	RATE / BUS
BUS BACK	4 WEEKS	10	KWD 180	KWD 500

ELEMENT	DURATION	MIN NO. BUSES	PRODUCTION / BUS	RATE / BUS
BUS SIDE (2 SIDES)	4 WEEKS	10	KWD 180	KWD 370
BUS SIDE (1 SIDE)	4 WEEKS	10	KWD 100	KWD 200

RATES

ELEMENT	DURATION	NO. SEATS	PRODUCTION	RATE
PASSENGER SEAT BACK	4 WEEKS	52-53 SEATS* / BUS	-	KWD 300

ELEMENT	DURATION	NO. DANGLERS	PRODUCTION	RATE (INCL. PRODUCTION)
DANGLERS**	4 WEEKS	150 DANGLERS / BUS	-	KWD 300

MINIMUM BUSES REQUIRED TO CARRY OUT ABOVE OPERATIONS IS 10 BUSES.

*VARIES BASED ON DIFFERENT BUS TYPES

**CUSTOMIZED UNITS. DIMENSIONS OF DANGLERS WILL BE DONE IN A WAY THAT ENSURES THEY DON'T TOUCH THE HEADS OF PASSENGER'S.



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