

Campaign Terms & Conditions

■ Ad Formats & Available Slots

Format	Dimensions	Placement	Notes
Interior Seat-Back Panel	3 ft × 1 ft (customizable)	Behind passenger seats — in rider's direct line of sight for the full ride	QR code integration supported

■ Allowed Advertising Categories

Food & Beverages Restaurants, cafes, bakeries, ice cream, juice bars, cloud kitchens, healthy snacks, grocery delivery	Education EdTech, coaching institutes, language learning, skill development, study abroad, online platforms
Technology Smartphones, laptops, accessories, internet providers, software, AI tools, electronics	Healthcare & Wellness Hospitals, clinics, dental, eye care, pharmacies, fitness centres, yoga studios, nutrition brands
Fashion & Lifestyle Clothing, footwear, watches, accessories, beauty & grooming products	Automotive & Mobility EV brands, bicycles, ride services, accessories, charging solutions, vehicle insurance
Banking & Finance Banks, UPI apps, insurance, mutual funds, credit cards	

■ Categories Requiring Prior Review

Energy drinks	Nutritional supplements	Gaming apps
Fintech products	Investment platforms	Medical products
Dating / social networking apps	Public awareness campaigns	Large public events

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1	Content Policy EVYo! reserves the right to reject any advertisement promoting tobacco, alcohol, vaping, gambling, drugs, adult content, political or religious campaigning, offensive material, or anything inappropriate for an educational institution or public space.
2	Approval Rights All ad creatives are subject to EVYo!'s review before going live. Final right to approve or promote any creative lies with TravelEco.
3	Cancellation Policy If an ad fails to comply with campus rules, EVYo! reserves the right to cancel the campaign. A full refund will be issued where applicable.
4	Production Costs Printing and design expenses are to be borne entirely by the advertising brand or media agency.
5	Public Listing The public listing on TheMediaAnt platform will go live only after the pilot phase concludes, so that actual brand creatives can be featured for greater impact.