

METRO TRAIN CAMPAIGN INSTRUCTIONS

WHAT DOES THE LEAD TIME OF THE METRO TRAIN CAMPAIGN DEPEND ON?	AVAILABILITY OF METRO TRAINS ✓	WEATHER CONDITIONS ✓	CREATIVE DELIVERY & APPROVAL FROM METRO AUTHORITY ✓	PRINTING AND MOUNTING TIME ✓
WHAT IS THE TOTAL TIME REQUIRED BETWEEN THE CREATIVE APPROVAL AND GETTING THE CAMPAIGN LIVE?	TENTATIVE	THE NEXT DAY	3-4 DAYS ✓	7-10 DAYS
IF REQUIRED CAN MID-MONITORING BE AVAILED FOR METRO RAIL CAMPAIGN?	YES ✓ WE WILL SHARE THE TRAIN NUMBER FOR TRACKING	NOT POSSIBLE TO GIVE THE EXACT LOCATION OF TRAIN	WITH EXTRA CHARGES	WE HAVE NO IDEA
IF REQUIRED CAN THE TIMING OF THE TRAIN BE TRACKED ?	YES	NO ✓	MAYBE	WE DON'T KNOW
WHEN CAN THE EXECUTION PROOF OF THE START DATE BE AVAILED?	7 DAYS AFTER CAMPAIGN GOES LIVE	2-3 DAYS AFTER CAMPAIGN GOES LIVE	1 DAY AFTER CAMPAIGN GOES LIVE ✓	WE WILL NOTIFY THE DATE
WHEN CAN THE EXECUTION PROOF OF THE END DATE BE AVAILED?	1-2 DAYS AFTER CAMPAIGN ENDS ✓	2-3 DAYS AFTER CAMPAIGN ENDS	7 DAYS AFTER CAMPAIGN ENDS	WE WILL NOTIFY THE DATE
WHAT DOES THE EXECUTION PROOF INCLUDE?	VIDEOS	IMAGES ✓ ALONG WITH NEWSPAPER	WE DON'T KNOW	SOME PAPERWORKS
WHAT % OF ARTWORK MUST BE IN THE REGIONAL LANGUAGE?	100%	20-30% ✓	75%	0%
IF THE METRO TRAIN GOES FOR MAINTENANCE, HOW WILL THE COMMITMENT TO THE CAMPAIGN BE FULFILLED?	THE ONGOING CAMPAIGN CAN BE EXTENDED ✓	WAIT FOR THE METRO TRAIN TO BE READY AGAIN	WE CAN'T HELP YOU	WE NEED TIME TO SOLVE THE ISSUE
IF REQUIRED CAN THE CAMPAIGN BE EXTENDED?	WE WILL DISCUSS	MAYBE	NO	YES ✓ (EXTRA CHARGES APPLIED) NEEDS TO BE INFORMED PRIOR TO 4-5 DAYS

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