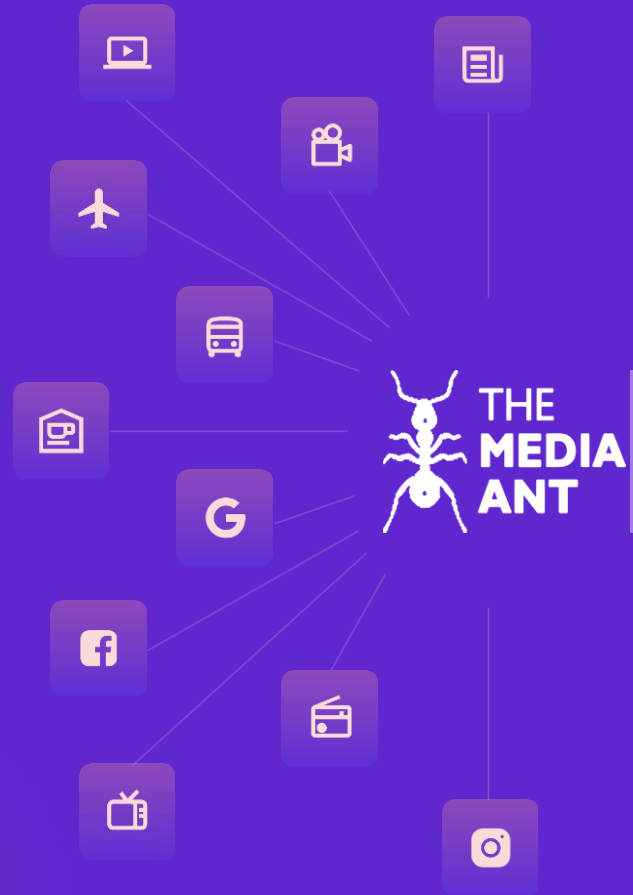
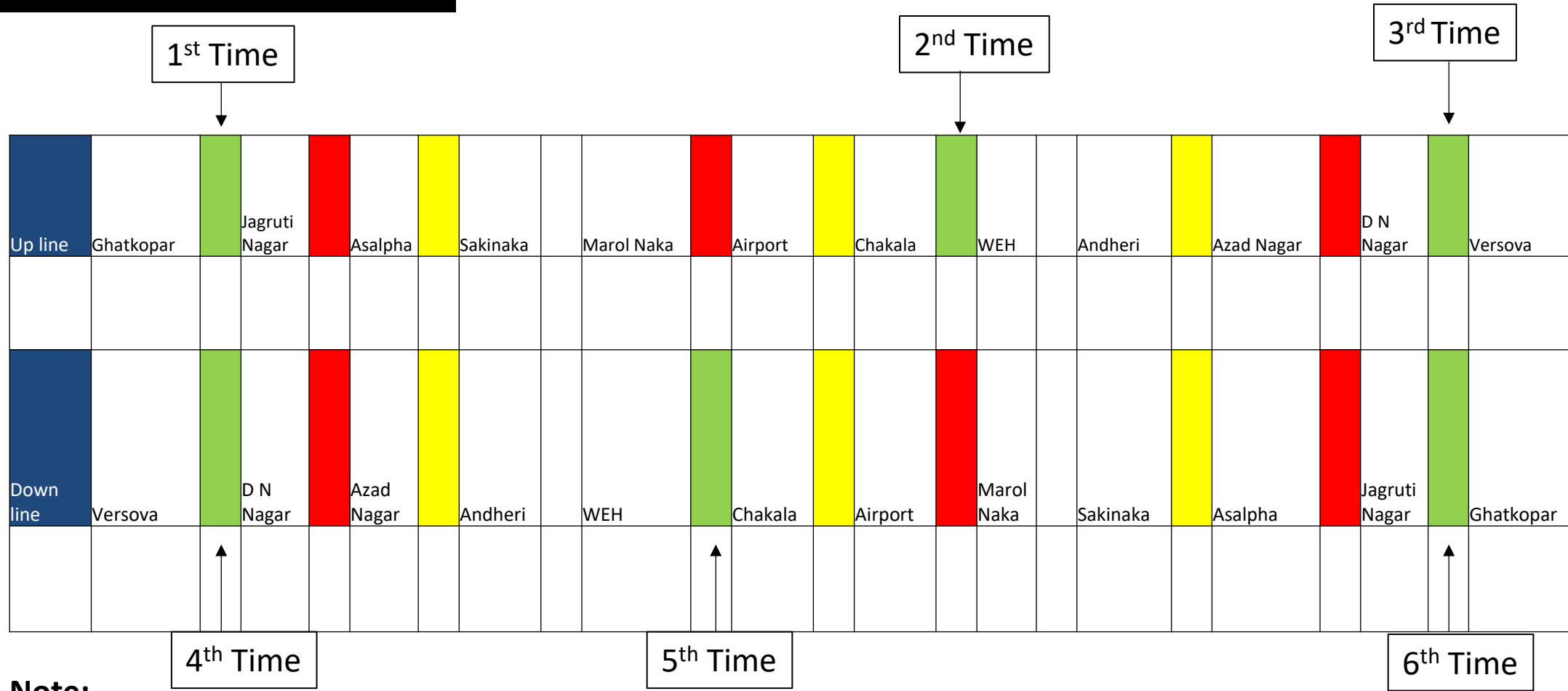




Mumbai Metro: Audio Advertisement

Jingle Ad Placement



Note:

Each **colored** gap corresponds to an individual client's jingle ad playing in the gap.

Example: All Greens are Client 1, Reds are Client 2 and Yellows are Client 3

Operational Specs

Ad Specification	No. of Times
Total journeys per day per train (approx.)	25
Number of times ad will run per journey for each client	3
Number of times ad will run per day per train(approx.)	75

Summary

- Total Trains :**15 Trains**(Ad will be played in all 15 trains together)
- Total Brands per train : **3 Times**
- Ad Jingle Duration: **20 seconds x 75 times per train per day for each client**
- Metro Line: Line 1-Blue Line (**Versova – Andheri – Ghatkopar**) Only.
- Audio Creatives Approval : **3 working days before the start date(Excluding Saturday, Sunday, and Public Holidays)**



Thank You

