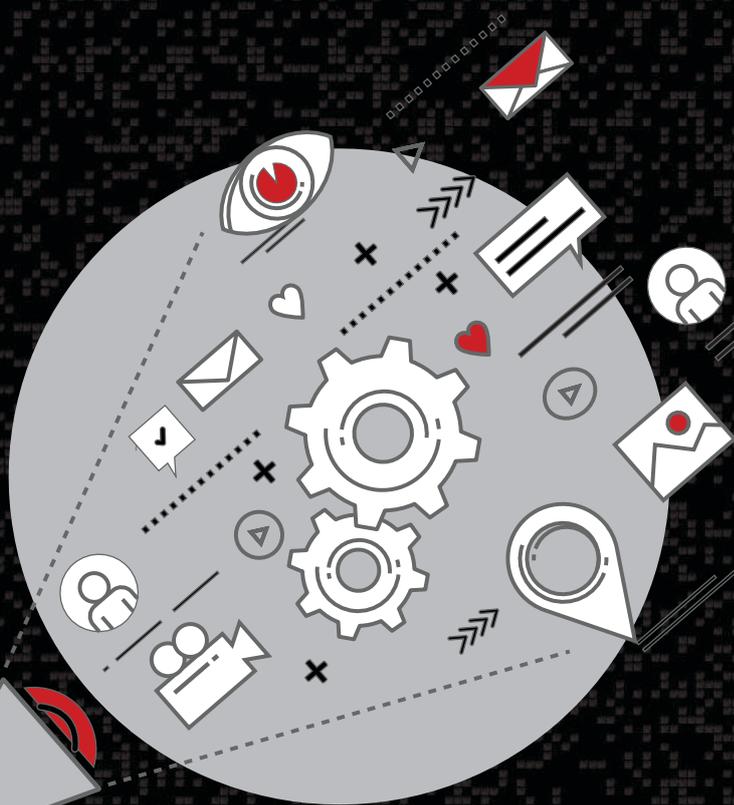


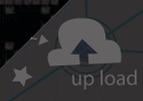


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# Where Advertising, Meets Innovation!!!

Flutter Media Private Limited under named "SmartAds" is advertising agency & Online Market Place for Advertisement, Branding and Promotions, Brand Awareness in India, We are on the way to become one-stop advertising solution which includes both OFFLINE & ONLINE MEDIA. We at SmartAds, committed to provide best advertising solutions to clients which ensure promising results every time.

As we take care Advertising & Marketing Requirements of our clients, Clients can focus on their business more efficiently. We offer customized, unique, and best suitable solutions to all our clients by understanding requirements of clients.

We have developed website called "www.smartads.in" to provide one stop advertising solutions to the clients. Now, Client can choose best & affordable advertising solution for his requirements by accessing our website, without visiting our office, from your own comfort.

**MOST RECOMMENDED ADVERTISING PORTAL**

**[www.smartads.in](http://www.smartads.in)**

# Non-Traditional Transit Media



**AUTO RICKSHAW HOOD**

Hood-The ad covers the entire backside of the auto

**AUTO RICKSHAW BACK STICKER**

It is Transit media advertising is depicted as stickers on the back panel of the automobile. It can be small sticker & Big Sticker



**TRICYCLE**

Promotional activity moves across the places using a cycle that travels through the target locations.

# Non-Traditional Transit Media



CANTER

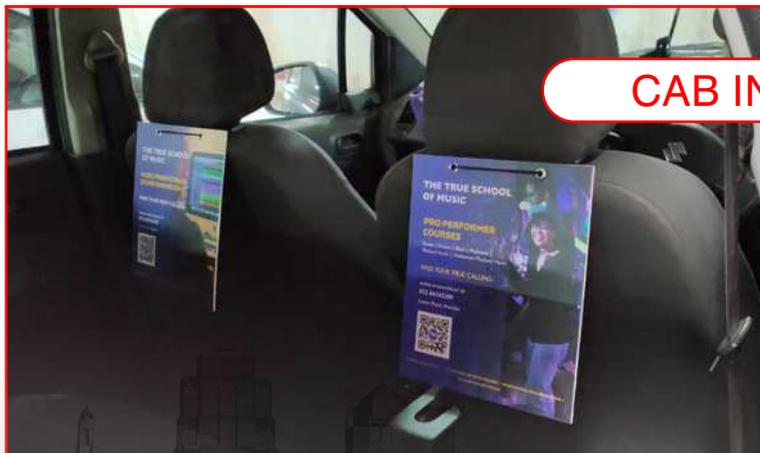
Promotional activity moves across the places using a van/canter that travels through the target locations.

CAB OUTSIDE

Outside-Stickers are stuck on the 4 sides of the cab door



CAB INSIDE



Advertisement put on display behind the drivers seat back

# Non-Traditional Transit Media



METRO TRAIN

The entire train exterior side is fully wrapped with advertisements.

METRO STATION

This form of outdoor advertising allows brands to reach a large and diverse audience. With various formats available, including posters, digital



LOCAL TRAIN



Exterior-Full Exterior advertising wrapped around the train below window.

# Non-Traditional Transit Media



EXPRESS TRAIN

Exterior-Full Exterior advertising wrapped around the train below window.

TRAIN INSIDE - DISPLAY PANEL

Interior-Posters, Interior Panels and also on the route maps inside the train compartments



TRAIN INSIDE - SEAT BACK



Placing advertisements or promotional materials on the backrests of train seats. Allows brands to reach a captive audience during their train journey.

# Non-Traditional Transit Media



## TRAIN PLATFORM - BOARD

Board- The advertising space on railway platform boards and Foot over the bridge (FOB's) of all the local train stations are also an additional ad space.

## TRAIN PLATFORM - DIGITAL PANEL

An exclusive media specially design and modified for advertising at a railway stations. It is highly effective way to reach diverse and captive audience. It is an ideal platform for brand exposure and engagement.



## BUS - BACK



Back-Ads is placed on the back side of the Bus

# Non-Traditional Transit Media



**BUS - FULL WRAP**

Full Wrap- Ad branding is wrapped around the whole bus exterior.



**BUS SHELTER**

Large-area display, good viewing angle placed on the Bus Stops (Shelters).



**LOOK WALKER**

Interactive way to promote your business in public spaces on LED screens, placards, attention-grabbing advertising displays on Human bodies.

# Non-Traditional



NO PARKING

This is placed on the residential Premises Gates Material is of Sun Pack, Metal.

INSERTION

Advertisement leaflets insertions in newspaper in various sizes - A5, A4, A3



UTILITY BILL

Advertising on Electricity, Gas the bills have direct reach to millions of households



# Non-Traditional



## INDOOR STADIUM

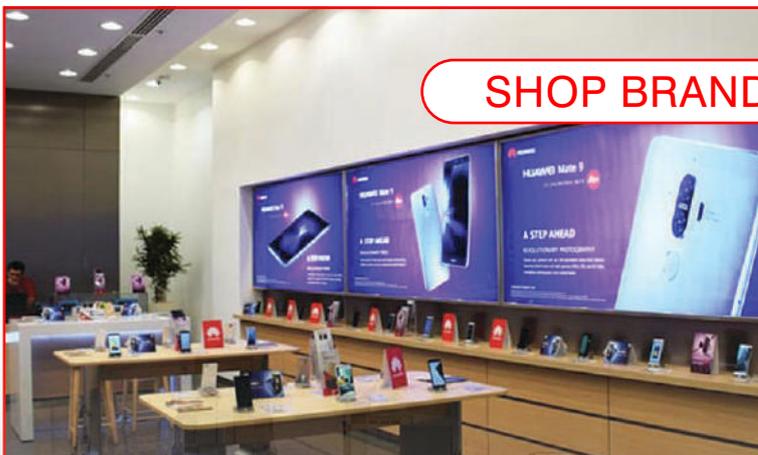
Rope Branding-Covers the whole ground on which the brands ads can be visible on the Ground and while telecasting on Tv and Digital Platform as well. Only 3 Brands can be represented at a time per match.

## UMBRELLA

The brands name or an products ads is been placed on the umbrella's top part on the roof side.



## SHOP BRANDING - INSIDE



Type of ad that can be created from your product data. Ads show users a photo of your product, plus a title, price, store name, and more

# Non-Traditional

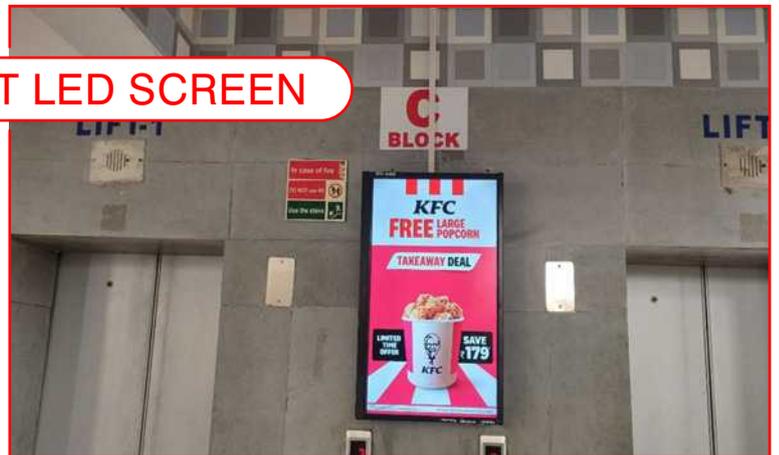


## SHOP BRANDING - OUTSIDE

Prominently displaying your brand name, logo, and message on your shopfront that create awareness about your products or services.

## APPARTMENT LED SCREEN

Digital screens help your brand get the maximum exposure as the screens are specifically located at the elevators which let your brand's ad get the highest engagement with Grand ROI.



# Outdoor



## HOARDING

Billboards are placed in high-traffic areas, such as along highways and in cities.

# Outdoor



## DIGITAL HOARDING

The big digital billboards on the streets, and the outdoor displays in restaurants, cafes, shopping malls, gas stations, etc.

## POLE KIOSK

Ads putting Up Small And Compact Advertising Panels On Electric Poles, Back To Back In A Row On Major City Roads Consisting Lit And Non-Lit Outdoor Advertising.



## UNIPOLE



The Uni-pole is a large-format billboard type placed atop a very high pole. frame structure mounted atop a single steel pole or column.

# Outdoor



## GANTRY

A billboard fixed to an overhead structure, usually spanning a road. It is a double-sided structure, therefore offers the advertiser the option of advertising to either side of the traffic.

## WALL PAINTING

A wall paint advertisements involve painting product information, product image, the endorser's or the brand ambassador's image, the product's tagline



# Magazine



## ARTICLE

A magazine article is a specific text that can be found in a magazine or newspaper where the ads can be put in 1000 to 5000 long words.

# Magazine



## DISPLAY

A product or service placed on the magazine, and then the publisher will distribute these mags in an area covering their mailing list.

# Newspaper

## CLASSIFIED



Classified display ads are cheaper than regular display ads - and appear in smaller width sizes in the classified columns.

## DISPLAY



Display Ads are generally 6-7 times more expensive than classified display advertisements.

# Radio



## JINGLE

The advertising process on the radio typically involves an organisation booking ad slots of 10 seconds and so on and the advertiser pays the radio station for predefined amounts of airtime

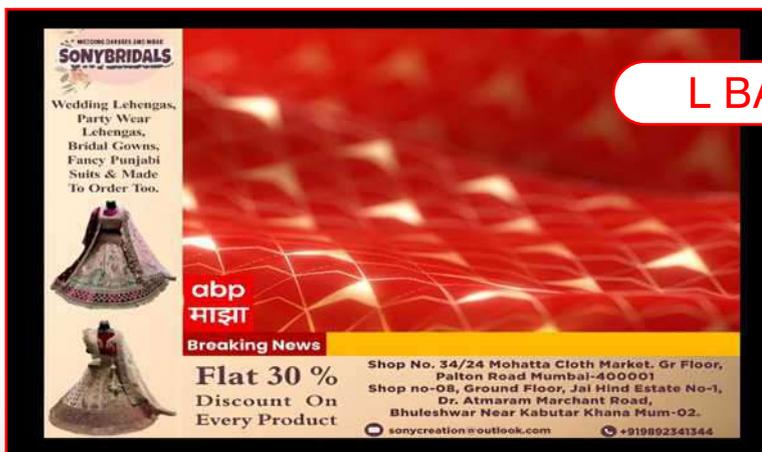
## RJ MENTION

Where the RJ mentions and promote the name of the brand while on air shows



# Television

## L BAND



L-shaped ads played on TV along with the content/program for a duration of 10 seconds. An L-band ad is placed on the left side and bottom of the screen in an L shaped pattern.

# Television



## COMMERCIAL VIDEO

A form of advertising that promotes products, services, ideas, individuals or organizations via the television medium. The duration vary between 10 seconds to 3 minutes-long.

# Cinema

## OFF SCREEN

These ads are like Kiosk and Posters, Launch, Sampling, pamphlet distribution, and ticket jackets.



## ON SCREEN



A short ads of 10-30 secs that play before the trailers and movie start. They roll while audiences are entering the movie theater, finding their seat, and getting settled in the theater.

# Airport



## CONVEYOR BELT

It's an average wait time of 8-10 minutes, conveyor belt a place where passengers wait for their luggage this medium of advertising gets a lot of attention and brand recall from the travelers.

## DIGITAL DISPLAY

Ads will play video or static image advertisements on the screens that are placed all within the departure and arrival areas of the airport.



# Airline

## IN SIDE



Advertisements in in-flight magazines or on Boarding Passes, ads on seatback tray tables and overhead storage bins, and sales pitches by flight attendants.

# Airline



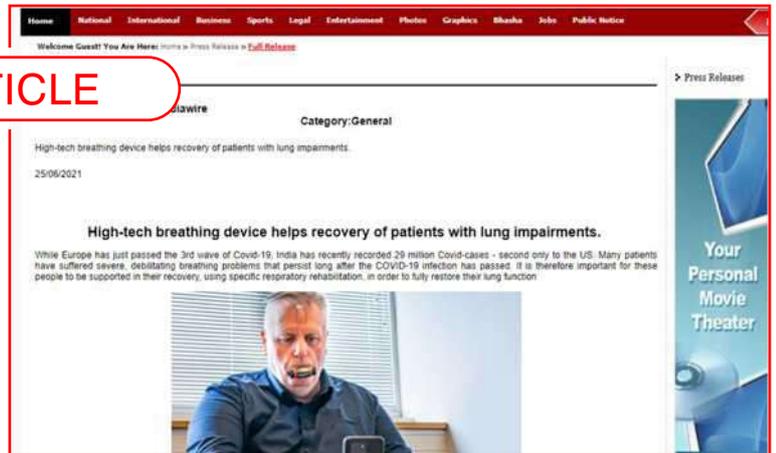
## OUTSIDE

Outside Wrap where the brands advertising is been placed

# Digital

## ARTICLE

It's a way of promoting products, services, or brands online. By creating and distributing well-written, informative articles on various platforms.



## BANNER



It's an online marketing that uses graphic display ads to promote products, services, or brands. Placed strategically on websites, mobile apps, social media platforms, and other digital channels.

# Digital



## OTT PLATFORM

OTT Platform- Stands for "Over-The-Top," and OTT platforms refer to streaming services that deliver content directly over the internet to viewers. OTT platforms offer a wide range of content, including movies, TV shows, documentaries, and original programming.

## PRESS RELEASE

A written statement that is sent to media outlets to announce news or information about a company, organization, or event. For businesses or individuals to share important updates, achievements, or other noteworthy information with the public.



## PR-PUBLIC RELATION

PR advertising focuses on generating positive publicity and increasing brand awareness. Communication materials to grab the attention of target audiences and influencers.



# Our Clients

## Airlines



## Construction Infrastructure



Institute of Marine Engineers (India)  
Promoting Knowledge, Building Relationships



## Cosmetics



## Import Export



## Jewellery



## Garment Textiles



## Transportation



## Education



## Healthcare



## Telecommunication



## NGO's Trust



## Events and Exhibition



## Banking Finance



## Food FMGC



## Hotels



## Manufacturer



## IT



## Electronics





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