*\*Each number represents a separate category*

**1- About Us**

* Indigo is Slemani’s leading outdoor advertising agency with over 450 advertising locations across the city. The reach of Indigo is immense and provides a great platform for targeting specific groups and/or communities with defined accuracy when delivering a campaign message or product. We work closely with brands to create innovative and memorable advertising campaigns.

**Indigo Outdoor is, simply put, unmissable!!!**

**2- Our Products**

* Our products assist brands to meet and engage with the population in public spaces from bus stops to landmark billboards. The sizeable quantity of our advertising spots and effective campaigns allow brands to cover a whole city with their message.

**3- Bus Stops –** Bus stops are everywhere; outside schools, government buildings, offices, supermarkets, high streets, shopping malls, etc. With over 400 advertising spots within the city, it is the perfect canvas for brands to target people throughout Slemani; whether it’s traditional ad board advertising or fully branded bus stops. A typical campaign can reach up to 75% of the population within two weeks.

* + **Ad Boards –** Simple and effective, bus stop ad boards allow brands to get their message across in the most cost effective manner. The large number of boards available allows the brands to coverage the city with any campaign.
  + **Fully Branded –** Acting as a mini billboard, fully branded bus stops provide a larger ad space than the ad boards and allows brands to utilize the bus stop to its maximum potential with colorful and creative designs.

**4- Billboard –** Our billboards span every format from the standard to the spectacular, located in some of the city’s most prestigious locations. We offer the highest quality billboards delivering high impact campaigns and our larger than life style billboards provide brands with a creative canvas to create striking adverts.

* + **Alpha –** The smallest of our billboards, Alpha provides a double faced canvas for advertisement and is a standout billboard aimed at targeting high traffic areas.
  + **Bravo –** Loud, bold and creative, Bravo provides outstandingly bulky canvases; it cannot be ignored. With its towering presence Bravo will be noticed by the whole city.
  + **Charlie –** Outstanding coverage on a street level, Charlie provides large and creative double faced canvas. Located on busy areas, these billboards will not go unseen.

**5- Moving advertisement –** Now you can have your advert on the move, providing more mileage for your coverage and target areas.

* + **Buses –** Buses are a great medium for advertising; with their size and mobility, your advert can be seen all around the city, reaching potential customers again and again. In a week a bus can travel hundreds of miles communicating your message to a large audience, quickly and affordably and they do this every day of the year.
  + **Taxis –** Taxis provide a great advertisement platform and are instantly recognizable and are a part of everyday city life. Taxi advertising popularity is growing rapidly and is a great advertising choice for reaching an urban audience. Like buses, taxis travel hundreds of miles each week, stopping at hundreds of destinations, creating thousands of impressions for potential customers.

**6- Info and Stats \*(still to be finalized)**

* There are over 1,400 buses in Slemani
* Over 250,000 commuters daily
* Over 400 bus stops within Slemani
* 80% use the same route to commute to work
* Slemani is the most densely populated city in the Kurdistan Region
* Seen by both drivers and pedestrians
* Is part of the street furniture
* Delivers to a varied audience
* It offers flexibility of ad size and location
* 24/7 visibility
* Street level placement
* Cost effective
* The average billboard is seen by 75% of the population within two weeks
* Large billboards engage with potential clients
* Billboards are a part of the city décor

**7- Map \*(will provide info upon request**

* Bus Locations
* Billboard locations

**8- Contact Us**

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