

We find the New Tone
for every **customer**



Moscow-2010

New-Tone today



- Team of professionals with more than 100 employees;
- One of the leading agency in outdoor and transit advertising in Russia;
- Officially authorized public transport advertising agency in Moscow, St. Petersburg and N. Novgorod;
- Regional chain of suppliers consists of more than 200 cities RF.

New-Tone today



- We have experience to work with both advertising agencies and direct clients;
- We provide clients with media plan using special program ODAPlan*;
- We provide our clients with flexible price and discounts.

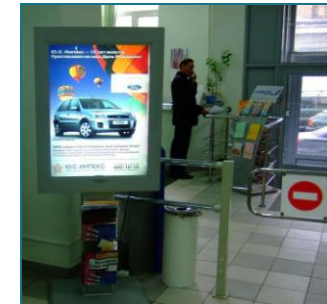
B2B events



We organize B2B events in order to develop transit advertising market:

- All-Russian Conference “Transit Advertising”. Since 1994. Annual event for the professionals in the sphere of transit and ooh advertising. <http://www.transitreklama.ru/>
- “Bi-Nom”. Since 2002. Annual event for professionals in the sphere of ooh advertising. <http://www.bi-nom.com/>

ADVERTISING OPPORTUNITIES



Transport advertising



Advertising on board:

- buses;
- trolleybuses;
- trams.

Stickers in transport:

- standard format (30*40 cm; 48*16 cm);
- special format .

Transport advertising

Full design



Transport advertising

Board design



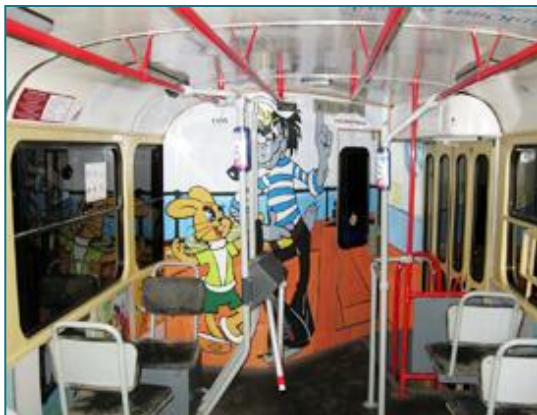
Transport advertising

“Mediaboard”



Transit Advertising

Full branding

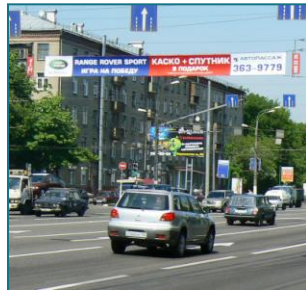
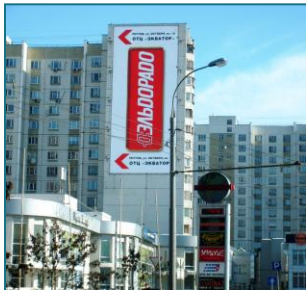


Transport advertising

Stickers in transport



Outdoor advertising



- Street banners;
- Billboards (6*3;4*3) ;
- Super boards;
- Super sites;
- Roof panels;
- City boards;
- Screens;
- Bus shelters and others.

Outdoor advertising



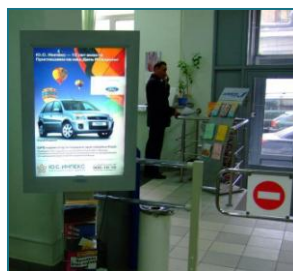
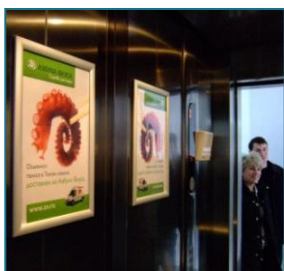
Metro Advertising



We offer a variety of advertising tools to reach the audience:

- Stickers;
- Displays;
- Rail boards;
- Station boards and others.

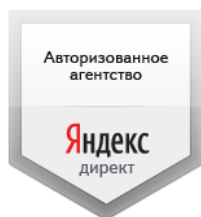
Indoor advertising



Advertising in automobile and business centre:

- Standard panels;
- Original panels;
- BTL.

Internet advertising



We do media plans and place our clients on the INTERNET:

- context advertising on Google, Yandex, Rambler;
- banners of any complexity in social networks, business and specialised portals;
- blogosphere.

Additional services



Press advertising:

- We deal with any issues according to the client's target audience:

national , daily newspapers, region dailies and weekly papers, free and paid for local papers, general and special internet magazines

•Radio advertising:

radio's variety of all formats and stations

Our clients



Our clients



Our clients



Our clients



Thank you for your time!

New-Tone Advertising Agency

Moscow, 115191, 10 Bolshaya Tulsкая street, building 9

+7 (495) 231-10-10

www.new-tone.ru

