Southwest TRAVEL & TOURS



SW Partners

Moving ADS

Area List & Rates v1.6

July 2021

#Celebrate moments

NITAS

PTAA Experience Western Visayas FIRST

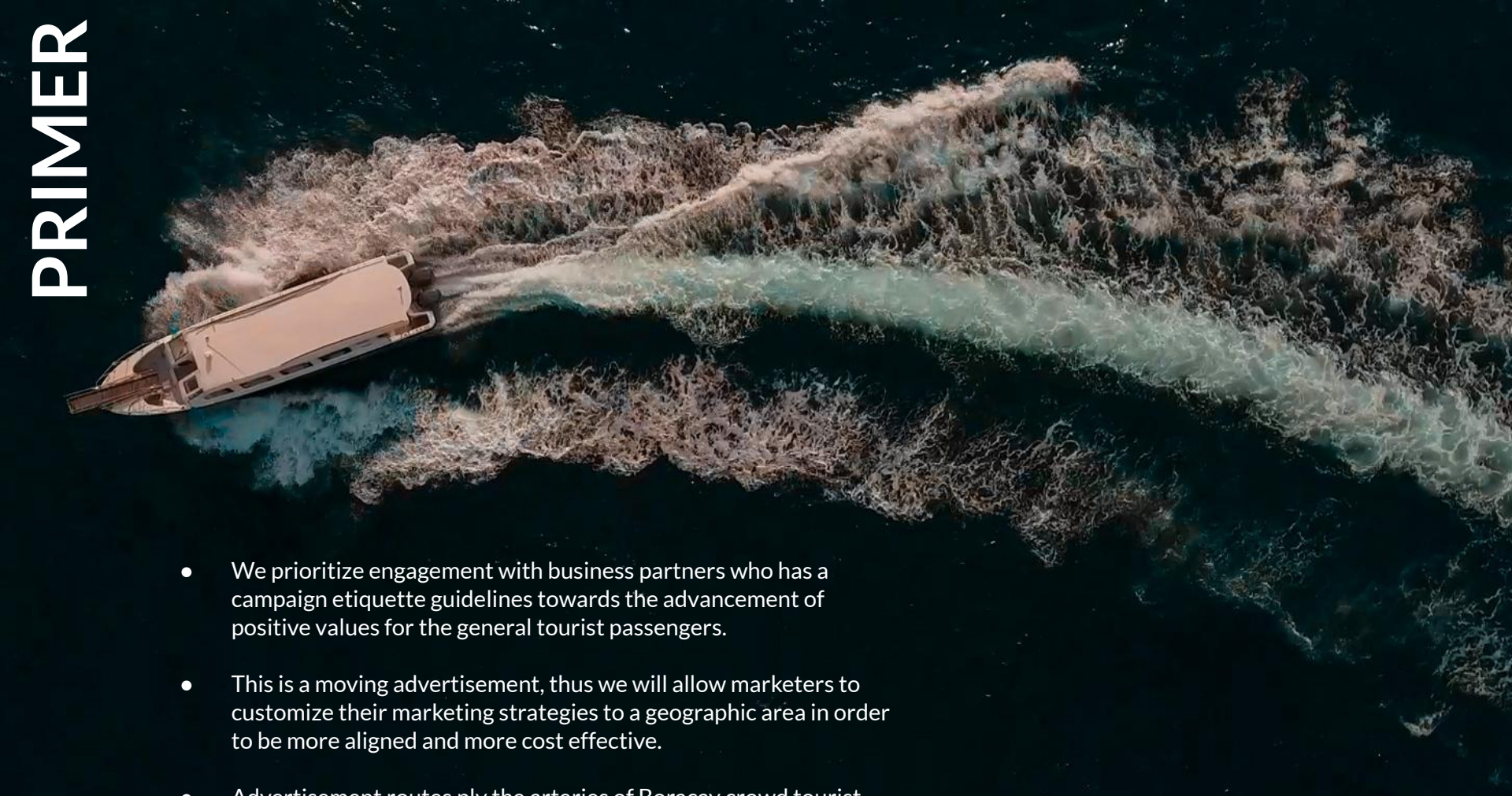


Routes as of 2019
Kalibo to Caticlan and vice versa
Any point in Boracay Island
Kalibo Taxi to any point in Panay
Roxas Taxi to any point in Panay
Iloilo City to any point in Panay Route
Panglao Area to any point in Bohol and vice versa
Bacolod City to any point in Negros Route

Upcoming Routes
Cebu
Palawan
Clark, Pampanga (North Luzon)

SW Partners

PRIMER



- We prioritize engagement with business partners who has a campaign etiquette guidelines towards the advancement of positive values for the general tourist passengers.

- This is a moving advertisement, thus we will allow marketers to customize their marketing strategies to a geographic area in order to be more aligned and more cost effective.

- Advertisement routes ply the arteries of Boracay crowd tourist which is the crown jewel of the Philippines' Tourism. We serve around up to 4,000 to 6,000 tourist in and out per day.

- Due to the great visibility and low costs to advertise on Southwest fleet, clients will have a high impression to the market. With Southwest, offers the widest coverage of bus route in Western Visayas, Bacolod, Negros, Palawan, Cebu and Bohol. It brings your message to the most populated and desirable tourist areas in the market.

Best Way to Penetrate your Market

Around 55% of tourist transfer in Boracay Island per day people aboard the buses of Southwest both inbound and outbound. There is always a recurring tourist daily. The seamless transfer of Southwest, being the primary mode of transport going to Boracay Island for over 25 years caters to the following market:

- 70% foreigners
- 30% locals



1. Greater Frequency
2. Better Recall
3. A Moving AD daily

ADVANTAGES

TYPE OF SERVICES

External AD Placements	Internal AD Placements	Airport Taxi	Flyering Service
• Rear • Side	• Head Rest • Arm Rest • Side Ceiling (For Speedboat only)	• Triangle Stand (Topper) • Side • Rear Sticker	• Guerilla Marketing

Inclusions:

- Design & revisions support
- High quality printing & material freight cost
- Well experienced installers
- Dismantling cost
- Media mileage reporting

NOTE: For non package bundle ADS (additional cost for manpower logistic cost)



EXTERNAL - SIDE





Vehicle Type	Unit	Capacity	Dimensions
Hino	Bus	49-seater	480cm x 175cm
Yutong	Bus	49-seater	425cm x 172cm
Higer	Bus	49-seater	456cm x 190cm
Kia Grandbird	Bus	49-seater	483cm x 141cm
Higer	Bus	45-seater	398cm x 182cm
Grandeza	Bus	45-seater	486cm x 177cm
Kinglong	Bus	45-seater	403cm x 159cm
Yutong	Bus	45-seater	425cm x 172cm
Creator	Bus	43-seater	492cm x 170cm
Hino	Bus	43-seater	360cm x 156cm
Yutong	Bus	35-seater	305cm x 152cm
Sparkling	Bus	33-seater	304cm x 155cm
Yutong	Bus	33-seater	305cm x 152cm
Higer	Bus	33-seater	303cm x 152cm

₱30,000

per month per fleet

*minimum of 3 months duration

EXTERNAL - SIDE

Vehicle Type	Unit	Capacity	Dimensions
Commuter	Van	10-12-seater	53x36 inches
Transvan	Van	13-seater	53 x 36 inches



EXTERNAL - SIDE

Vehicle Type	Capacity	Dimensions
E-Trike (Side)	7-8-seater	31x31 inches
E-Trike (Back)	7-8-seater	18x 26 inches





EXTERNAL - SIDE





Vehicle Type	Unit	Capacity	Dimensions
Commuter (BOR)	Van	10-12-seater	53x36 inches
Nissan	Van	13-seater	123x36 inches
Toyota	Coaster	18-seater	66x25 inches
Grandbird	Bus	49-seater	128x57 inches
Higer	Bus	45-seater	151x80 inches
Creator	Bus		129x64 inches
Higer (Hybrid)	Bus		151x77 inches

₱30,000

per month per fleet

*minimum of 3 months duration

EXTERNAL - SIDE







Vehicle Type	Unit	Capacity	Dimensions
Rosa	Coaster	21-seater	367cm x 113cm
Coaster	Coaster	18-seater	306cm x 106cm
Hyundai	Coaster	18-seater	319cm x 110cm
Foton Toano	Van	15-seater	205cm x 99cm
Higer	Van	12-seater	175cm x 103cm
Commuter	Van	12-seater	178cm x 102cm
Joylong	Van	12-seater	175cm x 103cm
Grandia	Van	12-seater	175cm x 103cm
Grandia	Van	10-seater	175cm x 103cm
Super Grandia	Van	8-seater	176cm x 102cm
Vios	Car	4-seater	204cm x 84cm
Mirage	Car	4-seater	178cm x 85cm
Altis	Car	4-seater	204cm x 84cm

Boracay Island

Vehicle Type	Unit	Capacity	Dimensions
L300	FB	12-seater	257cm x 153cm
Star 8	E-Jeep	18-seater	270cm x 104cm
Spider	E-Tricycle	6-seater	128cm x 75cm

₱18,000

per month per fleet

*minimum of 3 months duration

EXTERNAL - REAR



Vehicle Type	Unit	Capacity	Dimensions
Hino	Bus	49-seater	233cm x 157cm
Yutong	Bus	49-seater	234cm x 247cm
Higer	Bus	49-seater	235cm x 143cm
Kia Grandbird	Bus	49-seater	207cm x 188cm
Higer	Bus	45-seater	233cm x 306cm
Grandeza	Bus	45-seater	240cm x 144cm
Kinglong	Bus	45-seater	183cm x 89cm
Yutong	Bus	45-seater	234cm x 247cm
Creator	Bus	43-seater	234cm x 228cm
Hino	Bus	43-seater	230cm x 139cm
Yutong	Bus	35-seater	227cm x 221cm
Sparkling	Bus	33-seater	233cm x 138cm
Yutong	Bus	33-seater	227cm x 221cm

₱12,000
per month per fleet
*minimum of 3 months duration

EXTERNAL - REAR







Vehicle Type	Unit	Capacity	Dimensions
Rosa	Coaster	21-seater	195cm x 225cm
Coaster	Coaster	18-seater	164cm x 295cm
Hyundai	Coaster	18-seater	199cm x 184cm
Foton Toano	Van	15-seater	187cm x 111cm
Higer	Van	12-seater	164cm x 141cm
Commuter	Van	12-seater	164cm x 141cm
Joylong	Van	12-seater	164cm x 141cm
Grandia	Van	12-seater	184cm x 177cm
Grandia	Van	10-seater	184cm x 177cm
Super Grandia	Van	8-seater	176cm x 143cm
Vios	Car	4-seater	117cm x 64cm
Mirage	Car	4-seater	117cm x 64cm
Altis	Car	4-seater	117cm x 64cm

Boracay Island

Vehicle Type	Unit	Capacity	Dimensions
L300	FB	12-seater	103cm x 121cm
Star 8	E-Jeep	18-seater	159cm x 69cm
Spider	E-Trycicle	6-seater	147cm x 65cm

₱10,000

per month per fleet

*minimum of 3 months duration

EXTERNAL - REAR





INTERNAL - HEAD REST



Vehicle Type	Unit	Capacity	H	W	T
Hino	Bus	49-seater	16	43	5.5
Yutong	Bus	49-seater	16	43	5.5
Higer	Bus	49-seater	14	42	5.5
Kia Grandbird	Bus	49-seater	17	35	4
Higer	Bus	45-seater	16	40	4
Grandeza	Bus	45-seater	14	43	5.5
Kinglong	Bus	45-seater	19	37	3
Yutong	Bus	45-seater	19	37	3
Creator	Bus	43-seater	16	40	4
Hino	Bus	43-seater	16	40	4
Yutong	Bus	35-seater	18	41	6
Sparkling	Bus	33-seater	18	41	6
Yutong	Bus	33-seater	18	41	6
Higer	Bus	33-seater	14	43	5.5

All dimensions are in inches. H - Height, W - Width, T - Thickness

₱15,000
per month per fleet
*minimum of 3 months duration

INTERNAL - HEAD REST



INTERNAL - HEAD REST



Vehicle Type	Unit	Capacity	H	W	T
Rosa	Coaster	21-seater	19	34	3
Coaster	Coaster	18-seater	17	24	4
Hyundai	Coaster	18-seater	17	24	4
Foton Toano	Van	15-seater	17	25	3.5
Higer	Van	12-seater	17	25	3.5
Commuter	Van	12-seater	17	25	3.5
Joylong	Van	12-seater	17	25	3.5
Grandia	Van	12-seater	17	25	3.5
Grandia	Van	10-seater	17	25	3.5
Super Grandia	Van	8-seater	17	25	3.5
Vios	Car	4-seater	17	33	5
Mirage	Car	4-seater	17	33	5
Altis	Car	4-seater	17	33	5

All dimensions are in inches. H - Height, W - Width, T - Thickness

₱8,000
per month per fleet
*minimum of 3 months duration

INTERNAL - GRAB HANDLE



Vehicle Type	Unit	Capacity	W	H
L300	FB	12-seater	16cm	10cm
Star 8	E-Jeep	18-seater	16cm	10cm
Spider	E-Trycicle	6-seater	16cm	10cm



₱3,500
per month per vehicle
*minimum of 3 months duration

Legends: H - Heigh, W - Width

SPEEDBOAT



Speedboat	Dimensions
Sides	769cm x 140cm
Roof	245cm x 630cm
Interior Ceiling	260cm x 680cm

₱35,000

Per placement (Full Wrap)
*Minimum of 6 months

AIRPORT YELLOW TAXI



Yellow Taxi	Dimensions
Sides	204cm x 84cm
Rear Sticker	117cm x 64cm
Triangle Stand (Topper)	120cm x 35cm x 35cm

Triangle Stand: Length x Width x Height

₱6,500

Per month per unit
*Minimum of 1 Year

AIRPORT YELLOW TAXI



FLYERING SERVICE

During Travel Expo
(Manila, Iloilo, Davao, Cebu)





Inside fleet distribution

1. Specified date
2. Number of days
3. Route
4. Number of flyers or sampling



₱1,500
Per placement

PROMO: PACKAGE BUNDLE ADS

		Rates Per Month. Minimum of:		
SKU Number	No. of Units/Category	For 3 months	For 6 months	For 1 year
Package 1	5 units of Bus & 5 units of Van/Coaster	₱535,000	₱265,000	₱120,000
Package 2	5 units of Bus & 5 units of L300	₱625,000	₱315,000	₱145,000
Package 3	5 units of Bus & 5 units of Car	₱515,000	₱245,000	₱110,000
Package 4	5 units of Bus, 5 units of L300, 5 units of E-Jeep	₱720,000	₱355,000	₱165,000
Package 5	5 units of Bus, 5 units of Car, 5 units of E-Jeep	₱710,000	₱325,000	₱150,000
Package 6	5 units of Bus, 4 units of E-Tricycle	₱445,000	₱215,000	₱95,000
Package 7	5 units of E-Jeep and 1 Speedboat	₱405,000	₱195,000	₱85,000

Inclusions:

- Design & revisions support
- High quality printing & material freight cost
- Manpower logistic & Accomodation cost
- Well experienced installers
- Dismantling cost
- Media mileage reporting
- Rear, Sides and internal ADS (arm & head rest)
- Free Southwest social media post and boost

Terms:

- Available to first 10 clients only

For as low as

₱85,000

Per month | *minimum of 1 year

4 EASY STEPS

STEP 1 (CHOOSE YOUR AD)

- Select type of AD Placement
- Select Route
- Select Duration Period
- Select Type of Unit
- Then we will send a formal quote

STEP 2 (CAMPAIGN MATERIAL)

- Submit a layout design
- Applicable for 3 revisions (1 week duration)
- Sign Service Agreement

STEP 3 (MODE OF PAYMENT)

- We require 50% downpayment
- The other 50% upon completion of installation (1 week)
- Sign approval form

STEP 4 (END SERVICE REPORT)

- Mileage Report by Southwest
- Uninstallation Notification (unless file for extension)

HOW TO AVAIL

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IT'S MORE FUN IN THE PHILIPPINES
#Celebrate moments

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