

Inspector of Carriages Notice

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Date: November 25, 2008

Post/Mention: Indefinite



SUBJECT: Advertising Material

In accordance with Boston Police Department Rule 403, the following guidelines are established for the placement of advertising materials in and on Boston Licensed Hackney Carriages.

Rooftop Advertising Signs

The only companies authorized to place rooftop advertising on Boston Licensed Hackney Carriages are:

Clear Channel Taxi Media
VERT Inc.

Passenger Information Monitors

The only companies authorized to place advertising on Passenger Information Monitors inside Boston Licensed Hackney Carriages are:

Creative Mobile Technologies
Verifone Transportation Systems
eTaxi
Ampidea

The owner or lessee of any Boston Licensed Hackney Carriage utilizing a Passenger Information Monitor with advertising must accept a Global Positioning System (GPS) and Credit Card processing as part of the system.

Advertising Applications

Persons or companies wishing to place advertising in or on Boston Licensed Hackney Carriages must apply by letter to the Inspector of Carriages.

Captain Robert W. Ciccolo Jr.
Inspector of Carriages