
ember
engage, discover, experience
Media Kit 2026

WHO IS EMBER

Helping the taxi industry move forward



ember is a premium in-taxi media platform that gives brands direct access to a captive audience through dynamic video screens.

The platform delivers full-motion video ads, branded content, and integrated payment experiences that engage passengers throughout the ride.

By combining media, technology, and mobility, ember drives measurable attention, recall, and action at the point of travel.

PASSENGER PERSONA

Entertainment Seeker

1.

Age

18-30

Behavior

Uses taxi/rideshare predominantly nights/weekends

Visits restaurants, bars, events, concerts

Frequent spender in hospitality verticals

Lifestyle Insight

Social planner and influencer among peers

Likely to respond to ads for F&B, events, and entertainment



PASSENGER PERSONA

Business User

2.

Age

30-60

Behavior

Uses taxi/rideshare for meetings, airports, client visits

Trips often paid by company or reimbursed

Uses taxi/rideshare when:

- Weather is poor
- Parking is limited
- Carrying luggage or equipment





Official In Taxi Advertising Partner YUL Airport

ember is the airport taxi media contractor for Montréal–Trudeau International Airport, operating across 100% or licensed airport taxi fleets (430 vehicles).

The platform manages in-vehicle digital screens that reach affluent travelers during high-attention moments at arrival and departure, positioning ember as a premium gateway to business and leisure travelers.

Markets



Montreal Trudeau Airport
Live in 430 airport taxis (100% of fleet)

Montreal
Live in 2,500 Montreal taxis (Taxelco, 80% of all taxis in Montreal)

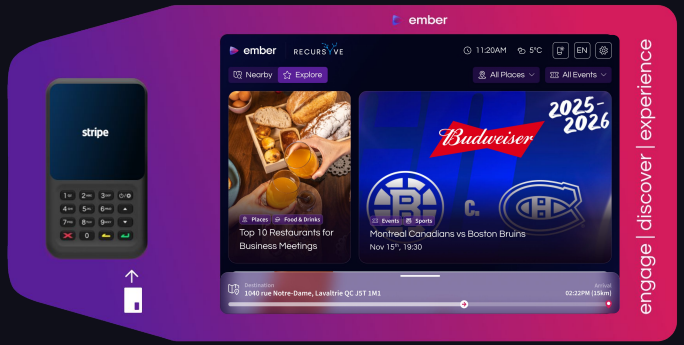
15,000 impressions per month per taxi

Ottawa
Live in 500 Ottawa taxis

PRODUCT AND PERFORMANCE

The ember experience offers brands multiple high-impact touchpoints, including two uninterrupted 15-second interstitials, a continuous two-minute video loop (15-second ad placements), and branded payment screens at the point of transaction.

Purchased as a package, these formats deliver sustained visibility and repeated exposure throughout the ride, maximizing attention and recall in a captive environment.





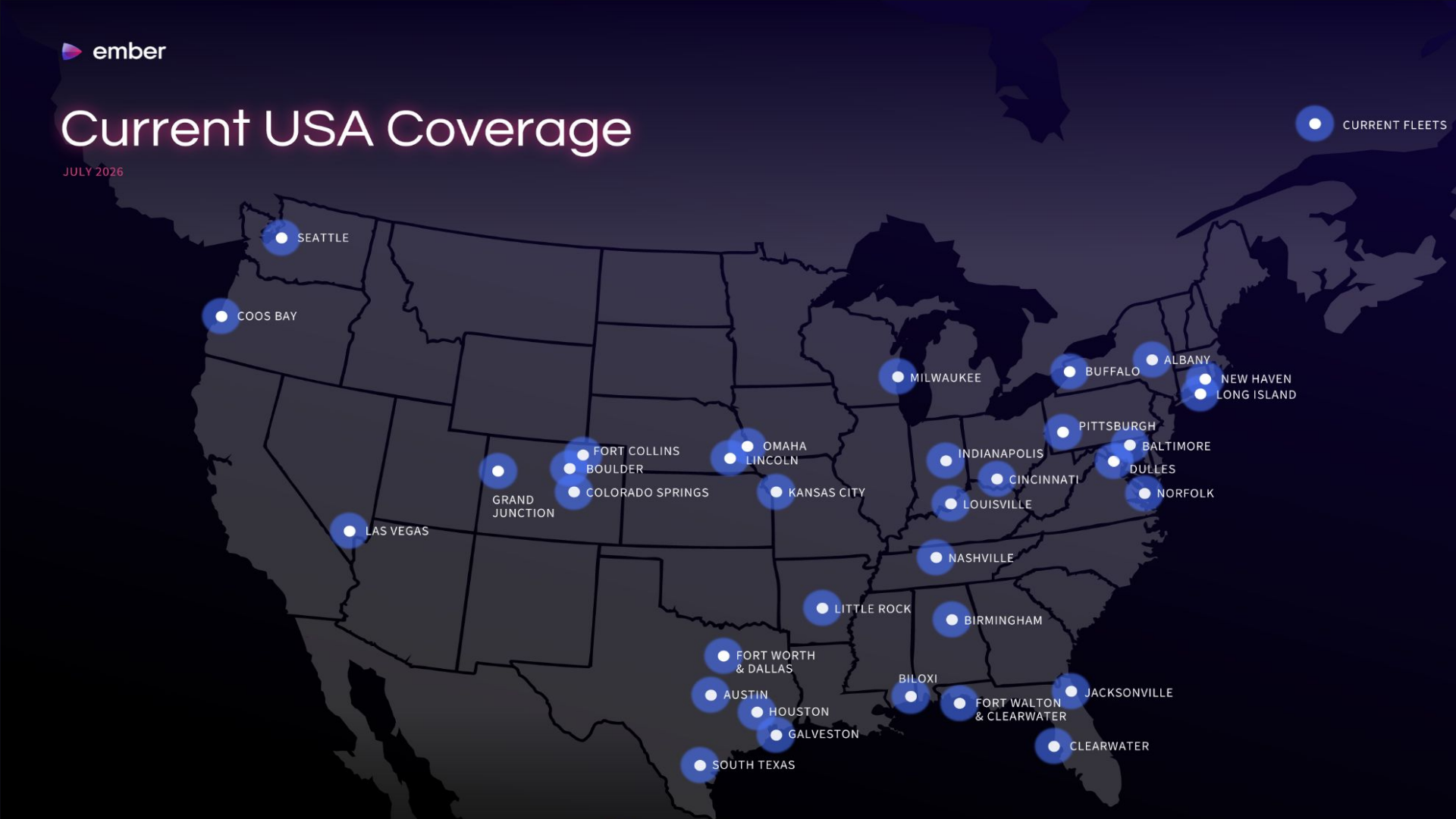
Ember delivers scale across diverse U.S. markets

From major entertainment destinations like Las Vegas to exclusive airport partnerships such as Dulles International. Our growing footprint enables advertisers to reach passengers coast-to-coast with dynamic, geo-targeted campaigns. We are just getting started! Expected to launch in x amount of cities by the end of 2026, ember offers scale and reach to clients in a one of kind experience.

ember

Current USA Coverage

JULY 2026



HIGHLIGHTS

Las Vegas
600 In Taxi Screens

600 taxis serving the Las Vegas Strip, airport, and major resorts. The advanced system provides continuous coverage throughout Las Vegas' highest-traffic corridors, delivering unmatched engagement and premium visitor attention.

NETWORK REACH & PERFORMANCE

~22 minutes – Average ride duration
(Las Vegas trips are significantly shorter than airport-only rides; Strip and hotel stand trips average 10–20 minutes)

~310,000 / month – Passengers reached
(Higher churn and dual riders are common across the Strip and convention traffic)

~205,000 / month – Total rides
(Hotel stands, airport, and city routes generate far more rides per vehicle vs. airport-only taxi fleets)

~28,000,000 / month – Total impressions

HIGHLIGHTS

Washington DC 400 In Taxi Digital Screens

The official and exclusive in-taxi advertising partner for Washington Dulles International Airport has launched its digital network across all 400 airport-contracted taxis.

This new platform delivers continuous coverage between IAD and the region's highest-traffic business and residential districts — offering extended dwell time and premium, affluent audience attention throughout the ride experience.

NETWORK REACH & PERFORMANCE

40 minutes
– Average airport ride duration

187,500 / month
– Passengers reached

125,000 / month
– Total rides

~3,000,000 / month
– Total impressions



PROGRAMMATIC ACCESS

vistar media

Vistar x ember

ember screens are fully accessible programmatically via Vistar Media, enabling agencies and brands to execute data-driven DOOH campaigns with flexibility and precision.

Leverage:

- Advanced audience targeting
- Dynamic creative optimization
- Real-time bidding
- Campaign reporting and measurement

PRODUCT OFFERINGS

Welcome Onboard Screen

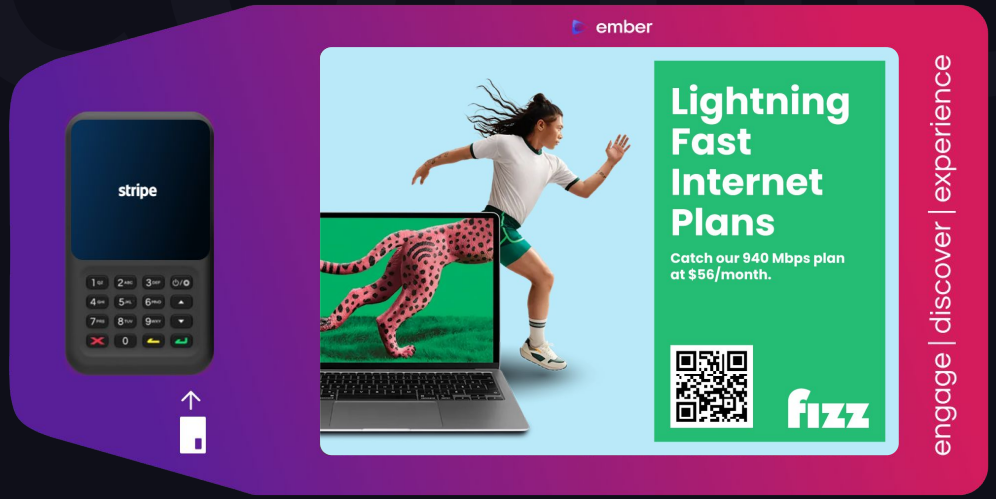
Buying Model
CPM

High-impact, full-screen video that automatically plays when a passenger enters the vehicle and the ride begins

10 to 15 second, non-skippable video experience that captures attention at the very start of the journey

Reaches riders when they are **most engaged** with the in-car screen

100% share of voice ensures a premium moment of undivided attention and strong message recall



PRODUCT OFFERINGS

Buying Model
CPM

Active Loop

Dynamic video placements that appear while the screen is idle during the ride

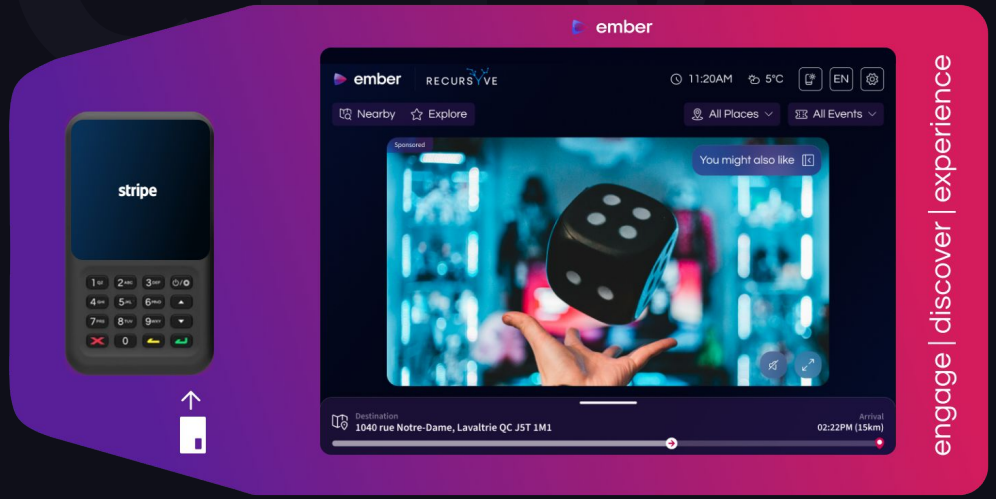
15–30 second video units run within the content loop

Occupies approximately **75%** of the screen

Keeps brands **highly visible** while passengers browse the screen or view other ride content

Sound-off by default, ideal for **visually driven creative**

Maintains consistent brand presence throughout the trip



PRODUCT OFFERINGS

Payment Page Sponsorship

Buying Model
CPM

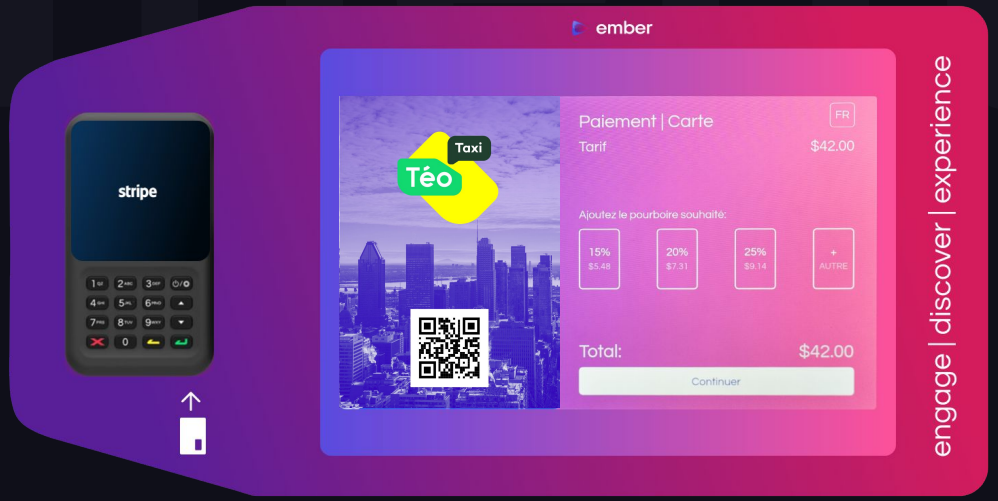
Premium branding opportunity that appears on the payment screen at the end of the ride

Delivers guaranteed exposure when **passengers are actively interacting** with the display

One of the **highest-attention moments** in the passenger experience

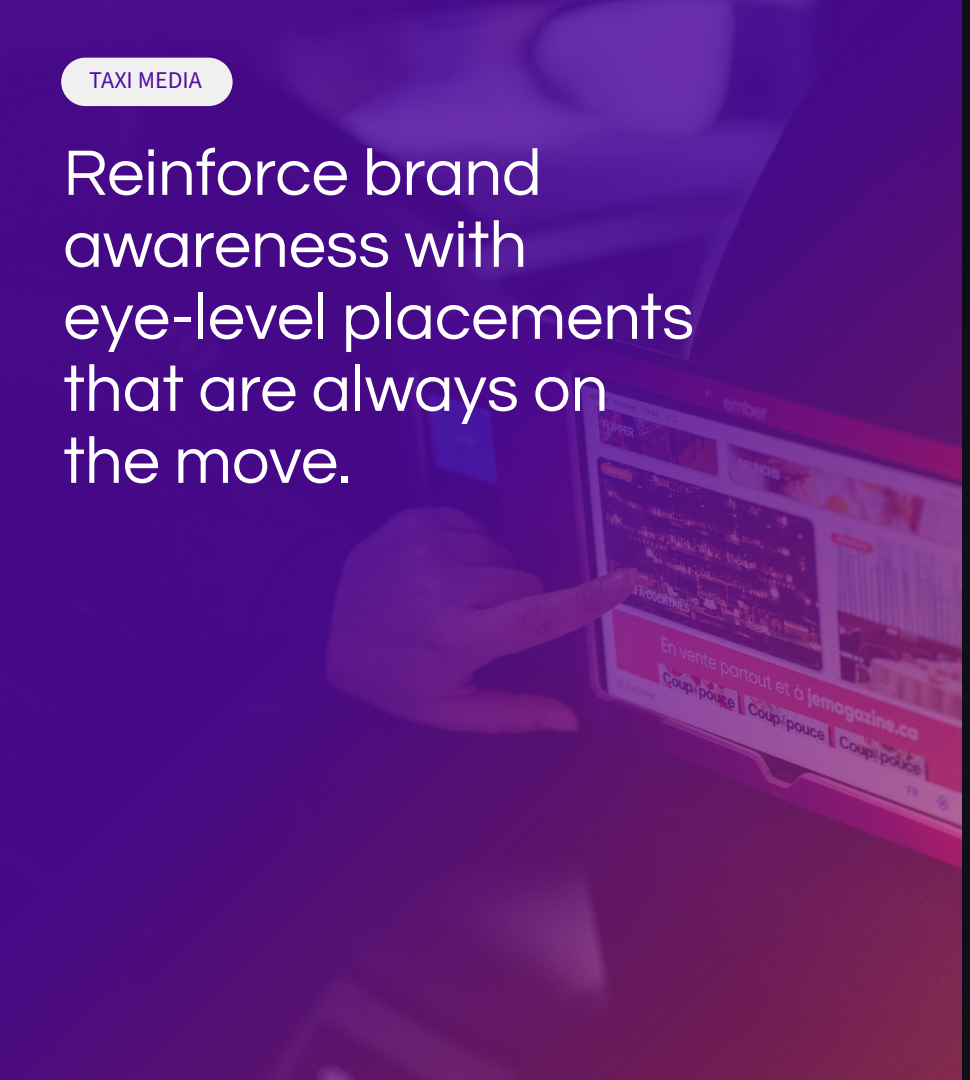
Ideal for QR Code placement taking your campaign beyond the ride

Market-exclusive placement allowing brands to **dominate the final touchpoint**



TAXI MEDIA

Reinforce brand awareness with eye-level placements that are always on the move.



Why Buy

Concentrated in the hard-to-reach downtown core

Reach into local communities & neighbourhoods

Exclusive partnerships with leading cab companies in each market

Network of hand-vetted drivers

Augment your OOH plan and deliver incremental reach

Low CPM

How to Buy

Per Market

Per number of faces or weight-level

4wk Increments

Day-parting available on in-taxi digital screens

DIGITAL TAXI MEDIA

Precision Targeting empowers brands to reach people where other media formats cannot, during the moments that matter most.



Why Buy

Concentrated in the hard-to-reach downtown core

Hyper-target audiences at relevant moments with dynamic content

Exclusive partnerships with leading cab companies

High-impact, eye-level, state-of-the-art displays

Augment your OOH plan and deliver incremental reach

Low CPM and no production fees

How to Buy

Impression-based campaigns based on CPM

Exclusive Takeovers

Programmatically

Geo-targeting based on custom geofences, postal code of address

Scale your campaign to any budget or duration

On this call, we'll:

- Review your rental portfolio
- Look at your current delinquency risk
- Flag any debt recovery or reporting opportunities

Spots are limited and fill quickly.

