

**CAT**  
ADVERTISING

**CAERUS ARION TRADING CORP.**  
Door 8, Sheridan Building, Calamañsi Drive, Carmen, Cagayan  
de Oro City.

[www.catmediagroup.com](http://www.catmediagroup.com)

LAGUINDINGAN INTERNATIONAL AIRPORT  
LAGUINDINGAN, MISAMIS ORIENTAL



## BANNER SPECIFICATIONS

**Position :** Straight Lane

**No. of Units**

**A: 70 units**

**Perspective Speed :**

40kph **Visibility :**

A. 2 ways ( back 2 back )

B. 1 way ( 2 visuals )

### MONTHLY RECURRING FEE

**A** 7,000.00 php ( 4 VISUAL )

BACK 2 BACK

**B** 3,500.00 php ( 2 VISUAL )

PARALLEL

### ABOUT:

Straight Lane offers NO less but MUCH MORE effect on the banners. The higher the velocity the dynamic the visual; and the slower the speed the powerful the visual can get. To maximize reading retention, the use of a straight lane banner positioning is best when an ad has lesser text as drivers tend to speed-up cars.

