



# Advertising Brochure

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

# iDriveTT Overview

## About iDriveTT

iDriveTT is a local organization created by the people and for the people of Trinidad & Tobago. We provide real, accurate & live updates to subscribed members of our WhatsApp groups & channels for free, so that citizens can remain informed at all times from the comfort of their smartphones & computers.

Founded since 2015, we have been operating with full transparency & legal compliance as well as giving our subscribers the option to opt-in to whichever groups & information most relevant to them. We hope to serve as many persons as possible and continue to improve our services.

## Rules

Rules are as follows:

- ° Please refrain from joining multiple groups... You will be removed
- ° No posting of Police Raids or Manhunts
- ° All Traffic Reports , Accident Reports, Routine checks, Alternative Routes are welcomed
- ° No chain messages or non Traffic Broadcasts
- ° No Spams
- ° No Unnecessary Small Talk
- ° No unauthorized Advertisements are allowed
- ° No Pornography
- ° Failure to adhere to these rules will result in first a warning by an Admin then Removal.
- ° Please refrain from calling the Admins when removed. A simple message will suffice.

NOTE: Please be minded that in standing with the Children's act, any video or pictures of children under the age of 18 caught in compromising situations or otherwise will NOT be allowed. You will be deleted \*immediately\*

# iDriveTT Analytics



## Current Platforms

Over the years iDriveTT has grown organically and rapidly on; Facebook, WhatsApp and Telegram. As we provide to our members and their families with the most current, accurate and relevant updates. Unlike other pages similar to us, our community of members remain dedicated to us as we focus on the important matters of the country and not just drama, also the proper segmentation of our members based on their interests.

## Group Update Segments

- Nationwide Traffic
- Highway Traffic
- Local and International News
- Marketplace (Buy/Sell)
- Vehicles (Sales, Parts etc)
- Job Vacancies
- Pets
- I.T
- Real Estate / Apartments
- Events
- Politics
- Mariners
- Food
- Memes

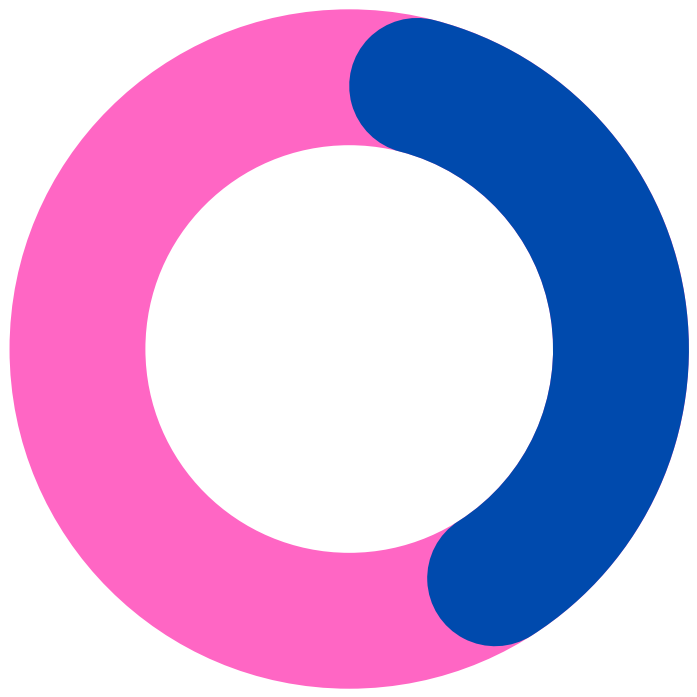
## October 2023 iDriveTT Platform Audience Overview

- WhatsApp = 5,000 members
- Telegram = 6,500 members
- Facebook Page = 19,481 members
- Facebook Group = 8,600 members
- Groups = 40+ Active Groups

Daily Group Engagement Rate: Approximately 300 to 500 daily messages from members in groups  
Facebook Reach: 50.5k users (28-day period)

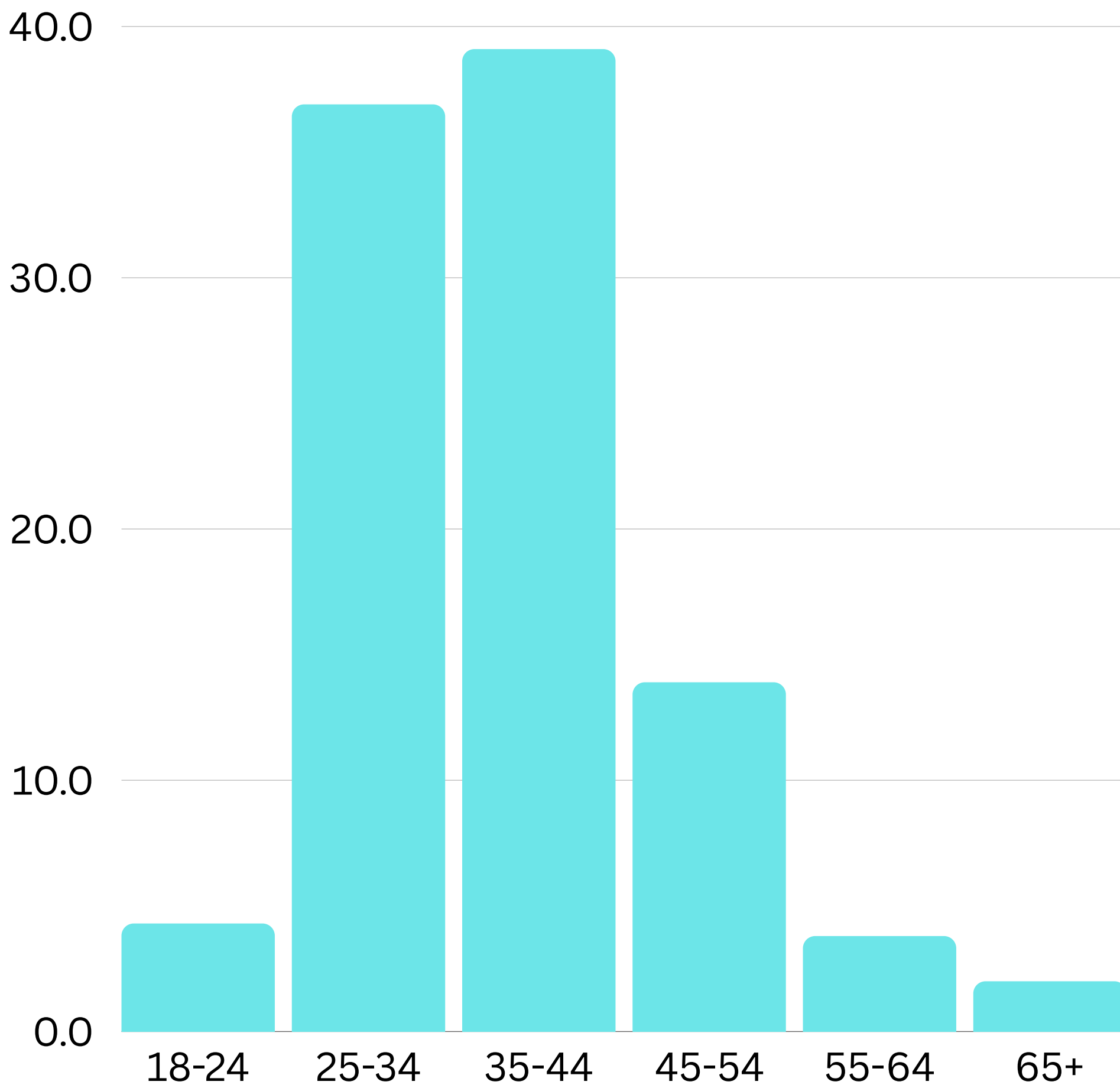
# iDriveTT Audience Demographics

## Gender



Women: 45%  
Men: 55%

## Ages



# iDriveTT Advertising Packages

Packages include advertising across our Telegram & WhatsApp Groups, website & Facebook Page/Group.

Across all platforms our membership totals to approximately 26,000 persons.

Price List per business:

1 week package, 2 ads = TT\$300

2 weeks package, 4 ads = TT\$400

1 month package, 8 ads = TT\$700

Facebook Page & Group Cover Photo = TT\$200 per month

## Advertising Packages For October 2023

**\*Pay 1st System - Invoice will be provided**

## Payment Options

- Cash (TTD or USD)
- Online Bank Transfer
- Bank Deposit
- Credit Card using WiPay
- Cheques (From Registered Businesses Only)