



2016/17  
**MEDIA KIT**

# Drivers' Handbook



[HOME](#)

[PROFILE](#)

[RATES & SPECS](#)

[CONTACT](#)

[PRINT](#)

[EXIT](#)



**FORD AUSTRALIA'S LARGEST PARTS SUPPLIER**

**Metro Ford**



150 Fison Avenue West, Eagle Farm  
Phone: 07 3000 6000

**Ford** **PPG**

We give you access to over 2 million dollars worth of Ford parts

2 million dollars worth of PPG Automotive paint and associated Refinish Products

Listed here are smaller branches that may also be able to assist you with Ford parts.

Torquay Ford	62 South Pine Road, Borebula	07 3384 7320
Torquay Ford	1808 Anzac Avenue, North Lakes	07 3090 1900
Southside Ford	1000 West Queensland Ave	07 3003 6330

**DRIVERS' DRESS STANDARDS AND APPEARANCE**

The Passenger Transport Regulations require Taxi Drivers to be "neatly dressed".

The YCA and Yellow Cabs (YCA) Pty Ltd require ALL drivers operating within this organisation to meet, at least, a "Casual" standard (as approved by YCA) or "Neat" standard. Here are additional dress standards for drivers of silver service vehicles and Maxi-Taxis.

**Men:**  
A grey, orange or yellow button-up shirt, tucked in at all times, with epaulettes (the same shades and style as those on sale at Bureau Blue Service Station, as approved by the YCA). Shoulder epaulettes (black, as sold above, on the shoulders). Long sleeve shirts must be worn when driver has body adornments. Only 2 body piercings permitted.  
Grey or dark trousers of dress standard (government issue), but with keepers. (No jeans, no cargo pants.)  
Grey or dark "tailored" shorts (same criteria as trousers above).  
When wearing shorts, long dress socks are to

**Women:**  
A grey, orange or yellow button-up shirt, tucked in at all times, with epaulettes (the same shades and style as those on sale at Bureau Blue Service Station, as approved by the YCA). Shoulder epaulettes (black, as sold above, on the shoulders). Long sleeve shirts must be worn when driver has body adornments. Only 2 body piercings permitted.  
Grey or dark trousers of dress standard (government issue), but with keepers. (No jeans, no cargo pants.)  
Grey or dark "tailored" shorts (same criteria as trousers above).  
When wearing shorts, long dress socks are to

**Headgear:**  
YCA Committee of Company approved hats or caps - Non-cotton, non-cotton or synthetic - clean and tidy at all times.  
Consider your personal grooming, you must be clean and tidy at all times.  
Silver Car dress standards refer page 42.



**YELLOW CABS DRIVERS' HANDBOOK 2013-14**

**Yellow Cab Co**

Our Forward Thinking, Straight Talking Alternative to Insurance...  
**The TIAIB Discretionary Trust**



- Backed by Comprehensive Insurance Protection
- Broad Cover - agreed value basis
- Competitive Rates
- Approved Repairs and Parts

**1800 333 041**

**TIAIB**



The Yellow Cabs Drivers Handbook is the one tool Yellow Cabs Drivers cannot be without. The handbook contains important information for owners and drivers, including updates on operating rules and regulations. The Yellow Cabs Drivers Handbook is the best resource to enable owners and drivers to operate their taxi in an efficient and profitable manner, and is required by law to be in every taxi at all times. As a result, the publication is the perfect means for companies to communicate with owners and drivers, and to increase their business with the taxi industry. Yellow Cabs management encourages owners and drivers to actively use and promote the products and services advertised within the handbook. So if your goal is to increase the business you do with taxi drivers, the Yellow Cabs Drivers Handbook is the publication to make it happen.

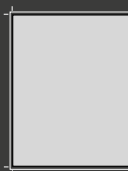
## AD RATES 2016/17 All prices exclude GST

<b>Mono</b>	<b>price</b>
Full Page	\$1,180
Half Page (Horz)	\$830
<b>Full colour</b>	<b>price</b>
Front cover	\$1,980
Back cover	\$1,815
Inside front cover	\$1,650
Inside back cover	\$1,450
Preferred position	15%

### DEADLINE

<b>Issue</b>	<b>Deadline</b>
2016/17	Feb 26

## ADVERT DIMENSIONS



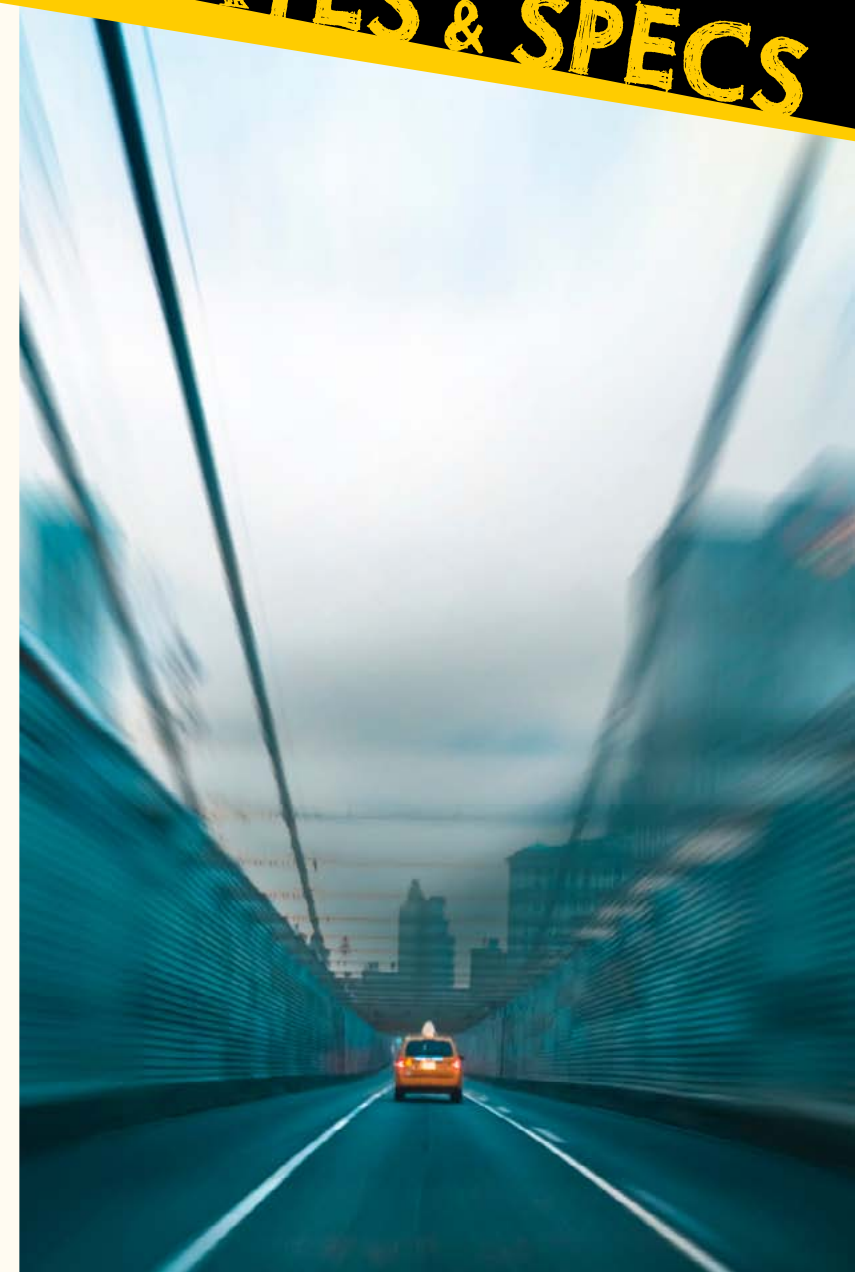
### FULL PAGE

TRIM SIZE:  
H 210mm x W 150mm  
+ add 5mm bleed  
(Keep type & logos  
10mm in from trim)



### HALF PAGE HORIZONTAL

H 85mm x W 130mm  
no bleed required





# CONTACT US

The Magazine Publishing Company  
34 Station St Nundah Qld 4012  
PO Box 406, Nundah Qld 4012  
P: 07 3866 0000 F: 07 3866 0066  
E: info@tmpc.com.au www.tmpc.com.au



[HOME](#)

[PROFILE](#)

[RATES & SPECS](#)

[CONTACT](#)

[PRINT](#)

[EXIT](#)