

# *Associated Press*

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## **Report: Taxi tires may sport ads**

NEW YORK (AP) - City cabs, already decked out with rooftop advertisements for Broadway shows and restaurants, may soon sport ads on their tires too.

The Taxi and Limousine Commission has been working with **AdFleet**, a Los Angeles-based advertising company, on a plan to affix 16-inch discs to tire spokes, TLC spokesman Allan Fromberg told The New York Post for Monday editions.

The ad discs are already in use on taxis in Los Angeles and Toronto, **AdFleet** President Ian Klassen told the Post.

"Advertisers are always looking for new places to sell their products, and this is one place people will remember," Klassen said.

Fromberg said the plan had not yet been approved, and that the city had not yet determined how it might use the ad revenue.

The plan was "not up front in the agency's priorities at this time," he said.

Clear Channel Communications, which manages rooftop ads, pays the city \$50 per car.