NATIONAL ADVERTISING PROPOSAL

We can put 200+ AD Trucks on American Roads covering the Entire United States, 50 Metro Areas or just 10 States of Your Choosing - all for the Price of 4 Minutes of Sunday Night Football.
That's 6 Months, 5 to 6 days a week, 8-10 hours a day of wide ranging and Massive Audience Advertising.

20-30 U.S. Metro Markets (You Choose) From L.A. To New York, Dallas,to Minneapolis.
100-150 AD Trucks (Delivery Type) 14-40 footers | 6 month campaign | **3X plus Exposure.**
Number of Recommended AD Trucks per Metro Area | Reach - 90-95% of Population in each Market.
5 AD Trucks (Small Metro Area) | 10 AD Trucks (Medium Metro) | 10 AD Trucks (Large Metro)
Impressions - 450,000 - 1.45 Million per AD Truck per month. 900 million – 1.4 Billion for Entire Campaign.
100 Semi-Trailers (53 footers) National, Regional or National Interstate routes.
Impressions – 12 million (depending on route) per vehicle for the entire 6 month campaign.

PRICE – Around $2.5 Million for 200 AD Trucks for 6 months. ($ includes Graphics, Framing and Removal)

MOBILE People + MOBILE Phones + MOBILE ADs + MOBILE AD Trucks = Massive Audience Exposure.

About Us

We have the Largest Mobile Media Inventory in America. 300,000+ Vehicular Marketing AD Spaces in 200+ U.S. Markets. We've been Featured on such Websites as Forbes, Merrill Lynch, Wachovia, and Hoovers.

AD TRUCKS – Reach / Effectiveness / Impact

* Outdoor Media Reaches 95% Percent of U.S. Consumers, over half the American people on any given day.
* Truck Side Marketing offers you the ability to Advertise 8-10 hours a day, 5 to 6 days a week.
* 18 million annual Impressions generated by a AD Truck in a DMA market of more than 5 million people.
* Box-van trucks generate - 6.4 million impressions a yr. The average is around 80,000 Impressions a day.
* Typical Semi Trailers travel 125,000 miles a year gaining 24,000,000+ impressions annually.
* With as few as 5 to 14 AD Trucks in most DMA's you can reach 3% to 50% of the population on a daily basis.
* Impact rating of Mobile Media Trucks were higher & boost name recognition 15 X greater than all forms of Advertising.

DATA ANALYTICS and MOBILE Targeting

AD Trucks are outfitted with Data Analytic Devices that measure who comes in contact with your Campaign. We use this data with our Partners to send Messages back onto Mobile Devices that have come in contact with your Mobile Billboards. The Ads are served through downloaded Apps such as the Weather Network, ESPN, TSN, etc. which users opt into. The Mobile data platform views patterns associated with device IDs to detect, track, and build Mobile Audiences for you.

A FREE Pilot Program for Your BRANDS | 5-10 Metro Markets - Mobile Data Analytics Test Campaign

(Our Data Analysis Interfaces GPS tracking with over 400 Million Mobile Devices to Demonstrate Campaign Effectiveness)

This is Brand New Technology for the Fleet Marketing arena and we have the capability to perform hundreds of installations simultaneously for maximum impact across any Market your company wants to reach.
Mobile Devices are mapped to Demographic, Behavioral and Lifestyle audience. Geographic Reference Routes generate Daily Analytics on Consumer Journeys through Every U.S. Market. It is Outdoor Advertising real time technology that draws on hundreds of data points to determine where Audiences live, work and where they travel in-between. Specific analysis will demonstrate campaign effectiveness including shopping behaviors, website visitations, category breakdowns, sales lifts, etc.

Guaranteed Low CPM's and OOH Impressions-We guarantee OOH exposures and CPM's with verified data to back it up.
When the campaigns are running specific creative concepts, these campaigns can be analyzed for effectiveness and overall ROI for each market. This will assist your company in tracking which markets have produced the best returns on marketing dollars and how each campaign affects the behaviors of the people that are exposed to these dynamic rolling billboards.
One 30 minute interaction with one of our Data Techs will provide complete understanding of Data Validation and a better understanding on how the data is gathered and the back end analysis options for a better marketing spend.

Daniel Sage | Vehicular Media Broker | Mobile AD Marketing | Las Vegas, NV | 512.633.7214

Mobile AD Marketing

Brands That Have Used AD Trucks

Imagine, Having Your ADs on Every Fed Ex, UPS or Walmart Truck you see this Week!

Mobile AD Marketing is the Starbucks of Mobile Ad Space. With over 350,000 vehicles coast to coast in virtually every media market in the United States, they've amassed the largest and widest network in America. With an arsenal of large fleets like Roadway, Yellow and Swift and hundreds of smaller delivery fleets. Their initial PR Campaign landed them on several high profile web properties such as Forbes, Wachovia, Hoovers, Merrill Lynch, and Media Post and launched the "Tale of the Whale" National Tour (From Seattle, WA to New York) wherein, they broke the Outdoor DEC Media Record for a single day(1 Million views) in Los Angeles. As a Media Broker for many players in this Industry - There is no order they cannot fill.

"Mobile Advertising generates 2.5 times more attention than a static billboard." – Perception Res. The fact is, some of the most successful companies in America (Target, Walmart, Starbucks, McDonalds) have employed "Fleet or Truck-Side Advertising" for years. So, maybe it's time to add your Brand to this prestigious list. **Your AD Space is Waiting...**

The Science of Vehicular Marketing Impressions

Our Impression Data is based on two decades of studies, and stats both from OOH and various audit entities. The mixture of High Density Metro Areas and Low Density Metro areas is what we use to determine counts. A High Density Market will produce some 175,000 Impressions a day, where as a Low Density Market only 80,000 a day. These vehicles are working for you - 8-10 hours a day, 5 to 6 days a week.

Mobile AD Marketing has been Featured on the following...

Daniel Sage | Vehicular Media Broker | MobileAdMarketing.com | Las Vegas, NV | 512.633.7214

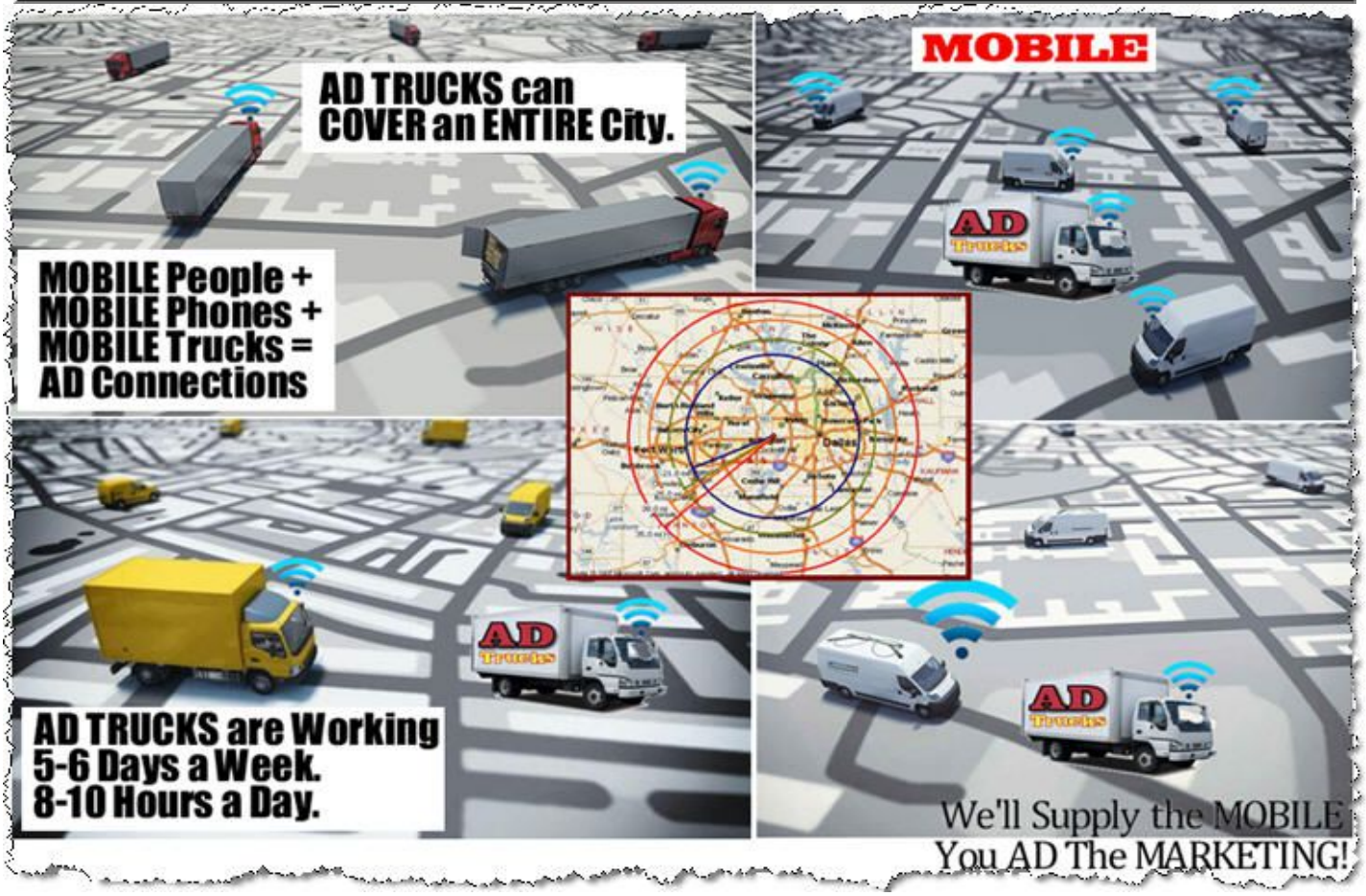
Our NEW MOBILE UNIVERSE

+

MOBILE

The Other MOBILE Media

MOBILE



Mega BRANDS, Mega Fleets and MOBILE Marketing.
"How Your Brand Can Instantly Join their Ranks"

How Top 10 Brands like Amazon, Walmart, Netflix, Target, PepsiCo. and McDonald's are using OOH & Mobile AD Trucks to Dominate American Roads and Minds.

Once Private Fleets Are Now Available to ALL Brands. Mobile AD Space – Anywhere USA.

Whether you want to run ADS in Downtown Chicago -
or Interstate Routes from New York to Los Angeles - WE can supply the AD Space.

Ask Yourself - Why Do AD Trucks & Fleets play such a Important Role in their Branding Strategy?

Lets just Look at the Numbers. (AD Trucks, Vehicular Marketing & OOH)
Walmart - 6,000 trucks, more than 61,000 trailers, in addition to 106 straight trucks.
Pepsi Co. - 8,000 tractors, nearly 12,000 trailers and nearly 15,000 straight trucks.
Coca Cola - 5,664 tractors and 7,465 trailers as well as 1,000 straight trucks.
Target – The 8th largest Retailer - hundreds of Branded Trucks servicing their 1,844 stores.
Amazon - 10,000 Branded truck trailers, announced an order of 100,000 electric delivery vans.
Netflix – Bus Wraps & Train Wraps – Europe and Australia. Just spent Millions on Billboards in U.S.
McDonald's – Have run dozens of AD Truck Campaigns across America the past few years.
Many of their delivery fleets are also Branded.

These Top 10 Brands All have an Advantage that Your Brand can now Utilize. *Whether it's AD Trucks in Downtown Chicago or Interstate Routes from New York to Los Angeles - We can supply them.*

Imagine If Every Fed Ex, UPS or Walmart Truck you saw Today had your Brands AD on it?
And imagine a small fleet of these Ad trucks permeating the city or metro area you live and work?

The Costs of MOBILE AD Space Rental is a Tiny Fraction of what these Mega-Brands pay.

Compare the Cost of a Single New Semi-Tractor and Trailer according to Fleet Owner Mag.
The average cost of a new tractor-trailer is now estimated between $140,000 and $175,000 – anywhere from $110,000 to $125,000 for a new tractor and $30,000 to $50,000 for a new trailer. Ad in all the other Costs including fuel and driver and you're looking at nearly $300,000 Vehicle & Operating costs for the first year.

You can Buy Graphics and Rent Ad Space on Some 150 AD Trucks for a Month for the SAME Amount.

Vehicular Marketing | What are AD Trucks and Where do they come from?

Trucks deliver 70-80% of all goods in America. 15 million commercial trucks operate throughout every corner of this country every minute of the day delivering products to every conceivable kind of business. They cover nearly 600 billion miles and transport over $900 billion worth of manufacturing and retail goods a year.
We drive next to them on freeways and see them parked at the mini malls, fast food chains, retail outlets, clothing and furniture stores, Walgreens and 7-11s. They're working 8-12 hours a day 5-6 days a week, making 10 -15 stops in a typical days run. The majority of these trucks are basic white or bear a simple fleet emblem.

The remarkable thing for the advertising world is that many thousands of these 3rd party vendors are now open to promoting the very Brands whose products they drop off each day, adding a new fluid dimension to the advertising industry. That's the powerful option the Advertising World is now becoming aware of. A recent WARC Study finds that adding OOH to other media can increase Reach up to 300%.

AD Trucks can act as reinforcement for all other Ad Messages - whether Radio ads, Banner Ads, Streaming TV or Video ads, Magazine and Newspaper ads or any OOH media including Billboards. Mobile Billboard meets Mobile Phone in mobile world constantly in motion. What could make for a better Media partnership?

In the Real Estate world, the word LOCATION Equates to VALUE. With that in mind, it's often more Important WHERE you Advertise than WHAT.

Both Mobile + OOH Reach Consumers where they Live, Work, Eat and Spend the most Time and Money . "Out-of-Home extends the Reach and Frequency of integrated Campaigns Better than any other Ad Media. When out-of-home is added to a Media plan, overall ROI improves" *(Benchmarketing research).*

83% of people recall having seen OOH advertising within the last 30 minutes before shopping making OOH the dominant medium within "the last window of influence" – ie just before people shop.

Our AD Trucks Will Drive Past Several Hundred Stationary Ads a Day!
They work 5-6 days a week, 8-10 hours a day and may cover some 100-200 miles within a 40 Mile radius. Can reach between 30,000-90,000 Impressions a day. | Approx 3.5 MM Impressions per month.

MOBILE AD Marketing

New E-book 300+ Stats, Article and Study Links HERE

OUR MOBILE UNIVERSE

Advertising's NEW Reality

A Collection of Over 300 Statistics, Articles and Study Links.

Some Topics Covered in This Guide...

* Mobile Usage, Smart Phone Activity, Mobile Apps,Mobile Ad Spending
* Consumer Spending & Habits, Commuting, Time Spent with Media
* Social Media Trends, A.I. Data, Digital Marketing Trends, Media Planning
* Retail Trends, E-Commerce, M-Commerce, Mobile + Banking Trends
* Location Data, Geo-Location, Geo-Targetting, Geo-Fencing, Beacons
* Live Video Streaming - Stats & Trends, CTV Trends, Web TV
* OOH / Digital OOH Stats & Trends, OOH + Digital Synergy, Billboards
* Vehicular Marketing, Ad Trucks, Mobile Billboards, Auto and Bus Wraps.

A Few Stats - In This Guide...

** 80% of U.S have Smart Phones. (237 Million and rising)*
** 69% of mobile Use is done on the Go.*
** 49% of Website traffic comes from Mobile Devices.*
** 49% of Consumers use Mobile phones for Shopping.*
** 40% Mobile sales - share of all retail e-commerce sales in the US in 2018.*
** M-commerce (Mobile) will overtake E-commerce for the first time in 2019.*
** OOH Reaches 90-95% of the population.*
** 70% is the amount of time Consumers spend Out of Home. (OOH)*
** Consumers 18-64 Spend more with OOH than any other Ad Media except for TV.*
** Consumers spend 11 of their waking hours away from home.*
** OOH Most Effective in Driving Online Activity & Click thru Rates - Nielsen.*
** 80% of Marketers plan to Boost their use of Location Data over the next 2 years.*

Mobile People + Mobile Devices + Mobile Vehicles

Created by Daniel Sage (Media Broker) | CEO | Mobile AD Marketing.com

Our MOBILE Universe / Marketing Guide | Slide Show (Power Point) and Text Version (PDF) | Download **HERE**

Created by MobileADMarketing.com and Daniel Sage (Media Broker)

SECTION 1 | Mobile Stats

Mobile and Smart Phone Activity (U.S & Beyond) Statistics, Quotes, Headlines, etc..

SECTION 2 | Mobile Stats

U.S. Demographics, Time Spent - Commuting, Work, Time with Media

SECTION 3 | Mobile Stats

Mobility, Smartphones & Geography The New Consumer Behavior

SECTION 4 | Data Analtyics

MOBILE Marketing (A.I., Geo-Targeting, Location Based, Geo-Fencing, Beacons etc...

SECTION 5 | OOH Stats

Out Of Home and Digital Out Of Home (OOH & DOOH) - Stats & Reports

SECTION 6 | The OTHER Mobile

The Other Mobile | Transit and Vehicular Marketing Sections - Digital SYNERGY

SECTION 7 | The OTHER Mobile

Vehicular Marketing - Industry Overview, Ad Rates, Impressions, Studies, Data.

What Will $1 Million Dollars of Your ADVERTISING Money Buy?

8 - 30 second Ads on Prime time TV. (Based on $125,000 sec average)
2 - Covers of a National Magazine. (Based on $500,000 avg)
8 - Full Page Ads in the New York Times. (Based on $200,000 avg)
10 – Ad Words Campaigns for a year. (Based on $100,000 avg per year)
18 - Billboards in Los Angeles for a year. (Based on $4,500.00 avg per month)
50 - AD Trucks for a Year. (Based on $2,500 per vehicle per month / 7 - 900 mil. Impressions a yr)

Key Findings | OOH Recent Study

(Impact ratings of Mobile Media Trucks scored higher than all other Outdoor Combined - Thibodeaux Res.)

In an age of ever-increasing media fragmentation, OOH is more relevant and more powerful than ever. OOH reaches people no matter how they consume their media, making them stop, notice, and buy. No other advertising format is more ever-present, or more creatively versatile.

Even though the average consumer spends 70% of his waking hours away from home, only about 6% of all media is spent on OOH.,

AD TRUCKS - REACH / IMPRESSIONS

* Outdoor Media Reaches 95% Percent of U.S. Consumers, over half the American people on any given day.
* Truck Side Marketing offers you the ability to Advertise 8-10 hours a day, 5 to 6 days a week.
* 18 million annual impressions generated by a truck in a DMA market of more than 5 million people.
* Box-van trucks generate - 6.4 million impressions a yr. The average is around 80,000 Impressions a day.
* Typical Semi Trailers travel 125,000 miles a year gaining 24,000,000+ impressions annually per vehicle.
* With as few as 5 to 14 AD Trucks in most DMA's you can reach 3% to 50% of the population on a daily basis.
* The price of an Ad Truck is 2 to 3 times cheaper than a Billboard. These AD Trucks drive past dozens of billboards a day!
* MAM vehicles can achieve 85% reach and 20x "frequency" each month - Advt. Publications Research Corp.

AD TRUCKS - EFFECTIVENESS / IMPACT

* Impact rating of Mobile Media Trucks were higher than all forms of advertising.
* Mobile billboard displays boost name recognition 15 X greater than other advertising.
* 96% Percent of respondents who felt AD Trucks had more impact than traditional billboard ads.
* 98% Percent of respondents who felt truck side ads created a positive image for the sponsor.
* 91% of all people notice truck advertising, 75% affect their buying habits from truck advertising - Beverage World
* 97% remember Truck Side ads vs. only 19% for Billboards.

58% of all consumers have gone online as a direct result of seeing an OOH ad.

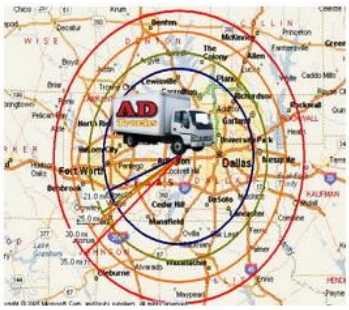
OOH is quickly becoming the most 'converged' advertising media,working seamlessly with social media, mobile and online campaigns - and OOH delivers exceptional ROI. For every $1 spent, approximately $2.80 in sales result, compared to only $2.41 for print and $2.43 for TV.

OOH reaches the most attractive audiences for Advertisers. Consumers most influenced by OOH are 18-49, high-earning, tech-savvy, and mobile, who spend 6-9+ hours per week commuting.

MOBILE AD Marketing

TV-STREAM

AD TRUCKS can COVER an ENTIRE City.



RADIO

NEWSPAPERS

MOBILE People + MOBILE Phones + MOBILE Trucks = AD Connections

MAGAZINES

DIRECT MAIL

AD TRUCKS are Working 5-6 Days a Week. 8-10 Hours a Day.

SHOWS

GAMES

OOH

A MARKETERS GUIDE to....

Our MOBILE UNIVERSE

ADVERTISING'S NEW Reality.

A Collection of 300 Stats, Articles and Reports.

Created by MobileADMarketing.com and Daniel Sage (Media Broker)

The Last Captive Audience In America (Is In The Vehicle Next to You)

Marketing To A Mobile Age | Part One

For Brands and the Agencies that represent them – what may seem obvious – is that the most valuable prospects are those with jobs and careers – the ones that head out into the world to earn, live and spend. They are nearly half of America on any given business day. The worker bees of any community - all heading for the hive to begin the days labors - the blood flow of the communal body. Shuffling to and from work or school, shopping. dining, dropping kids off, picking kids up, running errands, seeing doctors, mechanics, movies, shows, biking, walking, etc. - greasing the wheels of U.S. commerce. The consumer half of a society that would grind to a halt without their contributions. This employed person would seem to be a most esteemed and targeted group – I would call them a high quality lead in the sales world.

And yet - the underlying paradox has always been - Why does a Medium that reaches nearly 95% of the Population Receive only 5% of the Ad Spending?

While I do understand the enticement that the digital world offers as far as a mathematical precision of targeting and engagement and measurement - tracking tools the traditional mediums simple ROI equation could never satisfy - I do not understand the chasm in spending when the Reach Factor is so Vast for OOH.

The OTHER Mobile Media

The American Commuter now has the entire Media world within hands reach – all digitalized for easy access – From your Smart Phone - you can Stream TV,Videos and Radio, Surf the Web and Read the News, Email, Locate a Business, find Apps for anything, purchase anything, check your social media and your home security camera – an entire universe all rolled into a hand held device - a Mobile Phone is the now the connecting tissue for all the other Mediums.

All the while – 70% of the time is spent away from home. The commuter drives 135 miles a week and spends some 18 hours on the road. The only other medium that commands as much time is TV watching. So whether driving or riding, walking or biking, catching buses or trains, OOH is the all encompassing environment the daily commuter spends a great deal of time in. Not only that – that same person is looking for distraction or stimulation to break up this routine. It only makes sense to capture an audience looking to be entertained. This is the perfect reason to embrace a new kind of AD Medium – One that results in Maximum Impressions as well as Maximum Impact..

Imagine If Every Fed Ex, UPS or Walmart Truck you saw Today had your Brands AD on it?

And imagine a small fleet of these Ad trucks permeating the city or metro area you live and work?

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Written by Daniel Sage @2019 | Media Broker | Las Vegas, NV | | www.MobileADMarketing.com

Mobile Devices * Geo Location Marketing
* OOH Combinations
The Perfect
MEDIA MIX
AD
Mobile
AD
Marketing
AD Trucks
STATIONARY ADS
- VS +
MOBILE ADS

Mobile AD Marketing
"Inspired" Advertising
MARVEL
JACK DANIEL'S
Old No 7
The OTHER Mobile Media
The pharmacy that wants other pharmacies to be better.
CAPSULE
The pharmacy that delivers for free anywhere in NYC.
PLACE YOUR AD HERE .com
FRAMEXPRESS
NEW RULES
NEW LUXURY
NEW SHOES
AD Trucks AD Motion

MobileADMarketing.com | CEO - Daniel Sage (Media Broker) Email

MOBILE AD MARKETING
THE FUTURE OF ADVERTISING IS HERE
Relax.
Steinhafels
DELALLO
Authentic European Deli
SARGENTO
Truck Side Advertising WORKS!

We'll Supply the MOBILE
You AD The MARKETING!
TruckMyAD
"Inspired" Advertising
Adding OOH to Other Media
Can Increase Reach Up to 300%!

TruckMyAD
"Inspired" Advertising
Macs Furniture
NATURE VALLEY
Crunchy
PLACE YOUR AD HERE.COM

WESTSTAR
TRUCKSIDE ADVERTISING
Mobile Billboards - in 300 U.S. Markets!
TruckMyAd.com - Local / Regional / National

Brands That Have Utilized Truck Side Advertising Campaigns.
McDonald's
STARBUCKS COFFEE
Allstate.
You're in good hands.
White Castle
SAAB
Sealy
Coca-Cola
peoplepc
Bank of America
perrier

WRIGLEY'S
SPEARMINT
CHEWING GUM
10 Streifen

PLACE YOUR AD HERE.COM
FRAMEXPRESS
TRUCKSIDE ADVERTISING
Mobile Billboards - in 300 U.S. Markets!
TruckMyAd.com - Local / Regional / National

AD TRUCKS are Working 5-6 Days a Week. 8-10 Hours a Day.

AD TRUCKS can COVER an ENTIRE City.

Effective Impact

Not just impressive, vehicle advertising creates outstanding and effective impact on audiences. See the below statistics:

97% audiences recall ads on trucks

Source: RYP & Becker Group

75% audiences develop impression about the advertised brand and offerings

Source: American Trucking Association

98% audiences said vehicle graphics create positive image for the company

Source: American Trucking Association

91% audiences can notice text and graphics on truck wraps

Source: American Trucking Association

29% audiences would make purchase based on the vehicle ad they saw

Source: American Trucking Association

96% audiences think vehicle ads have more impact than billboards

Source: American Trucking Association

V.S.

A mobile vehicle ad creates 2.5x more attention than a static billboard

Source: Perception

According to the Outdoor Advertising Association of America (OAAA), fleet advertising raises brand recognition 15x greater than other forms of advertising.

Impressive Attractiveness

On average, vehicle graphics generate 101 impressions per mile .

According to Geopath, vehicle wraps make 30,000 to 70,000 daily impressions

Trailer graphics: 10 mil impressions/year

Reflective trailer graphics: 14 mil impressions/year

Local delivery van graphics: 16 mil impressions/year

Source: Truckininfo

Working 24/7, vehicle wraps guarantee views and impressions whenever they are on the road or being parked while other advertising channels have their off times.

Unlikely To Be Ignored

Relative to other advertising channels, vehicle wraps and graphics are less likely to be ignored and guarantee passersby attention due to road safety.

Source:
*American Trucking Association
**Goo Technologies

96% noticed truck side ads.*

36% ignore radio ads.**

35% ignore newspaper ads.**

37% ignore TV ads.**

82% ignore online ads.**

Vehicle wraps and graphics' high notice rate versus other advertising channels' ignore rates proves that it outperforms other advertising channels.

"MARKETING in a MOBILE AGE"

Brands That Have Utilized Truck Side Advertising Campaigns.

Mobile AD Marketing

We Go Where They Are!

www.MobileAdMarketing.com

The Art of Being "SEEN" Again.

Mobile AD Marketing Inc. Has Recently Been Featured On...

Forbes · Wachovia · Merrill Lynch · HOOVERS · BRANDWEEK · LICENSE · YAHOO! FINANCE · America Online · Google · FleetOwner · TTNews.com by Transport Topics · Advertising Industry Newswire · MediaPostPublications · PR Newswire · PRWeb Press Release Newswire · TransWorldNews · msn · MarketWatch · canada.com

Over 100 Media Markets Available

NATIONAL □ REGIONAL □ LOCAL

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