

MOBILE AD Marketing



The ROAD Ahead (Post Pandemic)

Media Post Magazine Headlines...

"Bright Marketing IDEAS can Beat Branding Budgets"

"Post Covid Consumers are Heavily Engaged Again and Looking for NEW Experiences"

"It's Never Been More Crucial for Brands to INNOVATE with Purpose"

"Consumers are Changing Habits as Pandemic Ends"

Time to Think OUTSIDE The BOX?



Or Maybe...

Try a Different Media BOX?



The Cheapest OOH Media Is Also MOBILE Media.

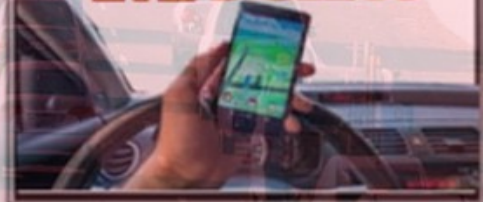
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**The ROAD Ahead
(Post Pandemic)**

**The Cheapest
OOH Media
Is ALSO
Mobile Media.**

MobileADMarketing.com

**The
OTHER
Mobile
Media**



These MEGA-BRANDS Use AD Trucks

amazon Prime TARGET NETFLIX PEPSI Coca-Cola Walmart



Now Your BRANDS Can Too!

MOBILE AD Marketing



Marketing In A MOBILE Age

amazon Prime TARGET NETFLIX PEPSI Coca-Cola Walmart



These MEGA-Brands Use AD Trucks

The ROAD Ahead (Post Pandemic)



**MOBILE People + MOBILE Phones +
MOBILE Ads + MOBILE Trucks +
Advertising's NEW Reality**

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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.

The LAST Captive Audience in America!

95% Reach

Put Your Marketing Where The People ARE. AD TRUCKS to Your MEDIA MIX!

We'll Supply the MOBILE You AD The MARKETING!

Adding OOH to Other Media Can Increase Reach Up to 300%!

"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 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...



American Reboot 2021 (The ROAD Ahead - Post Pandemic)

**Promote Your BRAND with the Same Media -
Amazon, Pepsi, McDonald's, Frito Lay, Target & Walmart use.**

*** MOBILE People + MOBILE Phones + MOBILE Ads + MOBILE Trucks = 95% Market Reach.**

- * OOH Reaches 90-95% of the Population.
- * OOH has Outperformed ALL Non-Internet Media including TV for the past 6 Years...
- * OOH Advertising Has Never Been Stronger and still the *Most Cost Effective Form of Advertising.*
- "Marketers are Reaching Consumers in the Physical World in Ways we've Never Seen Before."*
- "An incredible 80% of U.S. Marketers say they plan to boost their use of Location Data over the next 2 years."*
- "Out-of-Home Advertising is the most Effective Offline Medium in driving Online Activity"*
- "CONSUMERS 18-64 Spend MORE TIME with OOH than any other Ad Media except for Television"*

*** MOBILE is the Great Trend in Marketing Today. Digital (Data) + Traditional (Geography)**

- * Both Mobile + OOH Reach Consumers where they Live, Work, Eat and Spend the MOST Time and Money .
- * 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.
- * "Out of Home Media continues to deliver More Online Activity per AD Dollar spent compared to Television, Radio and Print (Newspapers and Magazines)." - Nielsen Study

After Seeing an OOH Ad

- * 46% performed an Online Search
- * 38% took an action on Facebook
- * 23% took an action on Twitter
- * 25% took an action on Instagram

STATS - AD Trucks (Rolling Billboards)

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

Whether it's AD Trucks in Downtown Chicago or Interstate Routes from New York to Los Angeles - We can Supply Them.

**Our OOH Mobile Media is the Most Cost Effective & Widest Reach Branding Available in America.
AD Trucks (Rolling Billboards) our Partner Fleets have NATIONAL Reach + Guaranteed Low CPM's**

We Now Utilize New Multi-Data Technology that has been Revolutionizing the OOH Media Market.
(e.g Data Analysis Interfaces with the GPS tracking/Blue tooth with over 400 million Mobile Devices to Provide Campaign Effectiveness and Real Time analysis through the Best New Data Sharing Technology. Geo/Proximity Marketing is the New Trend in American Marketing Combining the Online & Offline Worlds. 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.



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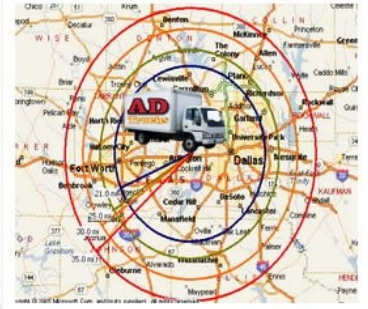
The Other MOBILE Media



TV-STREAM



AD TRUCKS can COVER an ENTIRE City.



RADIO



MOBILE People + MOBILE Phones + MOBILE Trucks = AD Connections



NEWSPAPERS



MAGAZINES



DIRECT MAIL



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



SHOWS



GAMES



OOH



STATIONARY ADS - VS - MOBILE ADS

Mobile AD Marketing



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.

IMAGINE...Your Very



Best ADs

On 100 of These in 10 U.S. Cities

AD More Mobile to Your Media Mix * Max Reach * Max Impact

MobileADMarketing.com

MOBILE AD Marketing



AD TRUCKS * Anywhere USA

Highest Reach * Lowest Cost

MobileADMarketing.com

The Other MOBILE Media



Mobile AD Marketing

PACKAGES #1} 100 AD Trucks | 7 Metro Areas | Total Population (7 Cities) = 27+ Million

U.S. City Metro Area	Population 18+	Population Density (per sq mile)	Number of AD Trucks	Campaign Total Impressions Estimate
New York City, NY	9,378,894	28,317	20 25	420 Mil. 525 Mil.
L.A. & Long Beach, CA	10,451,893	8,484	20 25	420 Mil. 525 Mil.
Chicago, IL	2,716,450	11,900	10	96 Million
Houston, TX	2,312,717	3,613	10	60 Million
Phoenix Arizona	1,626,078	3,120	10	60 Million
Philadelphia, PA	1,580,863	11,683	10	60 Million
Denver, Colorado	704,621	4,521	10	60 Million
TOTALS	27 + Million	7,570 (average)	100 - 110	1.2 - 2+ Billion
PACKAGE #2	10 Metro Areas		100 AD Trucks	
Portland, OR	591,044	4,793	10	60 Million
San Diego, CA	1,311,583	4,325	10	60 Million
Dallas, TX	1,216,337	3,866	10	60 Million
Atlanta, GA	434,900	3,539	10	60 Million
Tampa, FLA	340,692	3,326	10	60 Million
Cleveland, OH	383,109	4,965	10	60 Million
Charlotte, SC	759,698	2,757	10	60 Million
Austin, TX	825,740	3,031	10	60 Million
Milwaukee, WI	586,938	6,186	10	60 Million
Indianapolis, IND	827,336	2,366	10	60 Million
TOTAL 10 Cities	6.5+ Million	3,700 (average)	100	324 Million Imps.

THE FORMULA | IMPRESSIONS (All based on hourly/ daily Impression rates and population/density)

TOTAL CAMPAIGN IMPRESSIONS (25 AD Trucks X 6 Mo Campaign) = 525 Million (L.A. And New York / New Jersey only)

TOTAL CAMPAIGN IMPRESSIONS (20 AD Trucks X 6 Mo Campaign) = 420 Million (L.A. And New York / New Jersey only)

TOTAL CAMPAIGN IMPRESSIONS (10 AD Trucks X 6 Mo Campaign) = 96 Million (Chicago, Dallas, Boston, Philadelphia)

HIGH Density Metro Area (25 Ad Trucks)

1 AD Truck = 25,000 Impressions per hour X 8 hours = 175,000 per day.

175,000 X 5 days a week = 875,000 a week. | 875,000 X 4 weeks = 3,500,000 | 3.5 Million a month

3,500,000 (3.5 Mil) X 25 AD Trucks = 87,500,000 | 87.5 Million IMPRESSIONS

87,500,000 X 6 months = 525,000,000 | 525 Million IMPRESSIONS

HIGH Density Metro Area (20 Ad Trucks)

3,500,000 X 20 AD Trucks = 70,000,000 | 70 Million IMPRESSIONS

70,000,000 X 6 months = 420,000,000 | 420 Million IMPRESSIONS

LOW Density Metro Area (10 Ad Trucks)

1 AD Truck = 10,000 Impressions per hour X 8 hours = 80,000 per day.

80,000 X 5 days a week = 400,000 a week. | 400,000 X 4 weeks = 1,600,000 | 1.6 Million a month

1,600,000 X 10 AD Trucks = 16,000,000 | 16 Million IMPRESSIONS

16,000,000 X 6 months = 96,000,000 | 96 Million IMPRESSIONS

Time to Think OUTSIDE The BOX?



Or Maybe...

Try a Different Media BOX?



**The Other
MOBILE Media**