

MOBILE OUTDOOR PROMOTIONS USA

Leadership Through Excellence in Service



Mobile Outdoor Promotions specializes in *High Impact* and *Targeted* campaigns insuring the most cost effective use of your advertising dollars! By saturating a market with your client's message, **we can increase response rates** to all of your advertising expenditures. Our billboard trucks also advertise at grand openings, recruitment meetings, conventions, trade shows, special deals and any brand awareness that your client desires. Our trucks are perfect for **guerrilla-styled advertising**, driving around the competition to promote your own client.

Mobile Outdoor Promotions provides its clients unmatched visibility in high traffic areas such as shopping centers, airports, beaches, sporting events, community events – any outdoor location you can imagine. Your message will be viewed by thousands of people each day, and because the message is uniquely displayed and targeted to those most likely to take interest, it will provide unparalleled response rates to your marketing dollars. Put our expertise to work!

- Mobile Outdoor Promotions provides businesses of all sizes an innovative marketing tool at an affordable rate.
- Our billboard trucks help increase your sales, name recognition and product awareness!
- Our trucks are built to make a lasting impression. Our thin, double-sided display system holds a standard 30-sheet billboard message and can be lit for high nighttime visibility.

Mobile Outdoor Promotions is not just another billboard advertisement company. Incorporated in 1990, we offer our experience and services nationwide. Let us become one of the most effective means of introducing your business or services to your target market. With our billboard trucks delivering your message where your customers live, work and play, it is no wonder field marketing with our vehicles is so effective!

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Great Ideas For Mobile Billboard Advertising!

Americans are constantly on the move. Why isn't your message?
We offer flexible scheduling dates – commitments range from weekly to annual runs.

Our trucks are the perfect medium for:

Event Marketing:

Create awareness and excitement for your upcoming event. Use a billboard truck prior to the event to create local market awareness. This has been especially useful with employment recruiting events.

New Product Rollouts:

Add power and excitement to your overall strategy. Use a billboard truck to saturate your target market. A study by the American Trucking Association found that 91% of the public remembers graphics and words on a truck. Use this memorable medium to increase awareness and sales!

Trade Shows:

Increase your booth traffic by standing out from the other exhibitors. Use a billboard truck and take your message directly to: host hotels, convention center parking lots, high traffic routes, the airport, nearby restaurants. Imagine... your booth is the one with ALL the customers.

Grand Openings:

Create rapid local awareness of your stores new location. Target your potential new customers with your grand opening message by taking it to: nearby retail centers, high-traffic intersections, past competitor's locations and through surrounding neighborhoods. Make your business an instant success by maximizing your start-up sales.

Billboard trucks are also useful in any application where high impact and immediate reach are essential...

Concerts
Major Metropolitan Areas
Sporting Events
Political Elections
Conventions

Trade Shows
Outdoor Festivals
Beach Cities and Events
Rush Hour Traffic
Grand Openings

Holiday Events
Motion Picture Premiers
New Product Introduction
Retail Store Openings
Recruitment Events

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A Cost Effective Alternative: Mobile Billboard Advertising

We understand that “getting the most bang for your buck” is vital when developing an advertising campaign. Mobile Outdoor Promotions offers a cost effective outdoor advertising campaign per impression. Consider the traditional competition’s costs as recently reported by the Wall Street Journal:

Local TV:

A 30-second television commercial on a local station in a top 10 market ranges from \$4,000, generally during a movie, to \$45,000 for time on one of the highest-rated shows.

Network TV:

A 30-second spot in prime time ranges from \$80,000 to \$600,000 depending upon how high a show is rated and the show’s genre. The average is \$120,000 to \$140,000.

Cable TV:

A 30-second spot in prime time runs between \$5,000 and 8,000 depending on the network.

Stationary Billboards:

To place several short-term ads from one to three months on the 14X48 signs along the freeway ranges from \$5,000 to \$25,000 in top 10 markets.

Radio:

Commercials range from \$200 to \$1,000 for a 60-second spot, depending upon criteria such as time of day and the program’s ratings.

Newspapers:

A full-page ad in the top 10 markets runs an estimated \$120 per 1,000 circulation.

Direct mail:

The most common forms of direct mail include packages of coupons in letter-sized envelopes, which cost \$15 to \$20 per 1,000 delivered, and single-sheet newspaper inserts like fliers, which cost between \$25 and \$40 per 1,000 circulation.

Mobile Outdoor Promotions’ Billboard Trucks:

Monthly gross rates start at \$12,000 in Los Angeles and \$14,000 nationally. Billboard trucks can generate 200,000 to 800,000 impressions a day, a quick way to increase regional awareness and a cost effective means to build market share.

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Impressive Facts About Mobile Billboard Advertising!

Have you ever stopped to think how powerful billboard ads are? Think about the companies that advertise on billboards. The majority of them are major companies with millions of advertising dollars to spend each year. There is no doubt among them that this powerful advertising medium is one of the best...

Now consider the power of a billboard that drives by you! Your advertisement will penetrate the minds of commuters, pedestrians and large crowds as they are captivated by the moving message.

Consider the following:

Monthly impressions range from one to four million hits on local (urban and suburban) routes.

-Traffic Audit Bureau survey published July 1999, "Inside Out of Home"

In survey by Robinson, Yesawich & Pepperdine, Inc. (now Yesawich, Pepperdine & Brown, the largest US advertising agency for the leisure and travel industry)

96% of respondents noticed the words and pictures displayed on mobile billboards.

98% of respondents felt mobile billboards created a positive image for the company.

Ninety-one percent of all people notice the words and pictures displayed on trucks and thirty-five percent look closely.

-American Truck Association study published in 1992.

"Billboard displays using motion have been determined to be the most effective advertising in both product sales and consumer awareness."

-The Point of Purchase Institute, Washington, D.C.

"Many advertisers have pointed out that traditional forms of advertising have become less effective in reaching their consumers, especially the lucrative 25-35 year old demographic. They are out and about and when they are at home, they're either in front of the computer or usually watching cable (digital) television. It has really segregated the market and forced advertisers to look at creative solutions."

-Caroline E. Mayer, The Washington Post

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Trade Show



Entertainment



Automotive



Financial



Recruitment



Food/Drink



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Partial Client List

Join our list of successful advertisers...

AUTOMOTIVE

HONDA
KRAGEN AUTO PARTS
NISSAN
PENSKE AUTOMOTIVE
Q-LUBE
TOYOTA

ELECTRONICS

AIRTOUCH CELLULAR
BELL SOUTH
CANNON
GTE
MOTOROLA
PAC BELL

ENTERTAINMENT

BARNUM AND BAILY
BLOCKBUSTER
BOAT SHOW
DISCOVERY CHANNEL
DISNEY STUDIOS
FOX SPORTS WEST
HBO
NIKE GOLF
PARAMOUNT PICTURES
PRIME TICKET
SONY PICTURES
SPEEDVISION NETWORK
SUNDANCE CHANNEL
THE LEARNING CHANNEL
20TH CENTURY FOX
UNIVERSAL STUDIOS
UPN

FINANCIAL

BANK OF AMERICA
CITIBANK
FIRST INTERSTATE BANK
WASHINGTON MUTUAL
WELLS FARGO

FOOD/DRINK

BUD ICE
CALIFORNIA MILK
CANADIAN CLUB
COCA COLA
COORS LIGHT
CULLIGAN WATER
DEL MONTE
PANERA BREAD
RED DOG
SAUZA
SNAPPLE
SUNKIST
TACO BELL
ZIMA

HEALTHCARE/MEDICAL

HEALTH NET
BAUSCH AND LOMB
KAISER PERMANENTE

INTERNET

AGENCY.COM
AMAZON.COM
BIGCHALK.COM
BIZRATE.COM
CLICK2LEARN.COM
DATEK
EARTHLINK.NET
INFOSEEK
INTERVIEWNOW.COM
JUNGLEJUNGLE.COM
KBKIDS.COM
MICRON
NETCOUNT.COM
NETWORK SOLUTIONS
ORACLE
ROLLOVERMINUTES.COM
STAPLES.COM
TANDEM.COM
UNISCAPE

PUBLICATIONS

AD WEEK
AUTO TRADER
LAN TIMES
L.A. WEEKLY
MIRABELLA
PENNYSAVER
PC WEEKLY
PC MAGAZINE
PC COMPUTING
USA TODAY

RETAIL/MISC.

BALLY TOTAL FITNESS
CRESCENT JEWELERS
FAMILY FITNESS
HARLEY DAVIDSON
HOME DEPOT
LENSCRAFTERS
MERYVNS
NEW YORK NEW YORK
PETSMART
STAPLES
TARGET

SPORTS/SPECIAL EVENTS

AMERICAN BOATING JUBILEE
HOOP IT UP
LA CLIPPERS
MILLER GENUINE DRAFT 200
ROSE PARADE
TOYOTA GRAND PRIX

RECRUITMENT

3DFX
AGILENT
ALLEGIS
AMD
ASPECT
AUSTIN KNIGHT
COHERENT
EXCITE
FUJITSU
HEWLETT PACKARD
JACK IN THE BOX
KLA TENCOR
LOCKHEED MARTIN
MAXTOR
MCI
NEC
ONLINE CAREER CENTER
OPTRANET
PEOPLE SOFT
RAYTHEON
REMEDY
SEAGATE
SILICON SYSTEMS
SYBASE
SYNAPTA
SYNOPSIS
TEKTRONIX
TOSHIBA
VIA SAT
WESTECH

TRADE SHOWS

ADAPTEC
ALLSTATE
AUTOCOLOR
CENTOCOR
DIGITAL
HAYES
IBM
INTERNET EXPO
INTERNET SECURITY SYSTEMS.
L.A. GEAR
L.A. WOMANS SHOW
MICROSOFT
NOVELL
ORACLE
SIEMENS
SKYMAP
SONY
SUN MICROSYSTEMS
TOTAL SOLUTIONS
TRAVEL CHANNEL
UNIVERSITY MEDICAL
VIDEOWALLS
VIEW SONIC
WYLE

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Proposal Request

If you would like a proposal for an advertising campaign, please complete this form and fax it to our office or call us toll free at (800) 835-7655.

Company name: _____

Contact: _____ Title: _____

Mailing address: _____

Phone number: (____) _____ Fax: (____) _____

E-mail address: _____

Length of contract desired:*

1 week 2 weeks 3 weeks 1 Month 3 Months 6 Months 1 Year

*One week consists of five consecutive ten-hour days.

Number of trucks desired: _____

Dates desired: _____

Locations: (City, State) _____

Target Market: _____

Product / Campaign Goal: _____

PLEASE FAX THIS FORM TO (949) 645-9245

YOU MAY ALSO REQUEST INFORMATION FROM OUR WEBSITE AT WWW.MOBILEOUTDOOR.COM