

Broadside Mobile Media

The Next Frontier in Outdoor Advertising



THIRD PARTY TRANSIT ADVERTISING SERVICE PROVIDER



Broadside Mobile Media-Division of 1-800-GREAT AD
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Let us help you increase your sales with an exciting fleet graphics campaign. We have vehicles all over the country that we can use to promote your products or services in the markets that you want to target. We can provide you with vehicle tracking data so you can see where your ads are at any moment or where they've been for any given period of time. We can also target other markets for your campaign by adding ads or moving existing ads utilizing our extensive fleet to gain exposure in any market throughout the US and Canada.

Why do people advertise via Broadside Mobile Media? (truckside)

Look at a cost comparison on the advertising mediums.

Cost Per Thousand Impressions (CPM) Comparisons

Outdoor (Top 100 Markets) 30-sheet poster #50 GRP	CPM\$ \$1.78
Radio (Top 100 Markets) 60 drive-time	\$5.92
Magazines 4-color page	\$9.62
TV 30 prime-time spot	\$20.54
30 prime-time network	\$11.31
Newspapers Half-page black/white	\$23.32
Quarter page black/white	\$11.66

Source: The Media Edge

**The typical Broadside Mobile
Advertisement CPM is only
\$.80!**

Still not convinced? Read on...

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Truckside Advertising Studies

Truckside advertising visionaries are pointing to the results of an independent study as evidence of the effectiveness of this new medium. Then benchmark study, conducted by National Family Opinion for the market research firm known as The Singer Group, reveals that a truckside advertising campaign implemented for computer marketer **PeoplePC** created a **30% increase in awareness**.

The research study, involving more than 50 adults, compared the opinions of the people in Minneapolis who were exposed to the **PeoplePC** campaign via print, broadcast, traditional outdoor and the truckside advertising vs. those of people from Detroit who received all of the same messages **except for the truckside ads**.

Perhaps the most significant statistic yielded by the study is that **52%** of people in the target demographic reported **increased awareness** of the campaign as a result of seeing the truckside ads. The research also showed a **54% increase** in the number of people who considered **PeoplePC** when buying their next computer—**precisely the type of response advertisers seek**.

Because of the unique venue in which broadside mobile ads reach consumers-- in shopping centers, on streets and in their neighborhoods, broadside ads are able to heighten awareness for advertisers in ways that TV, radio, newspaper and magazine, and even billboard ads can not do. That widely held belief has now evolved from common sense optimism into measurable results from the **PeoplePC** study. Mark Barden, president of marketing for **PeoplePC**, cited this distinction as the impetus for conducting the study: “We had anecdotal evidence of the campaign’s success, but wanted to quantify the impact of the truckside advertising in very measurable terms.”

According to the numbers, **56%** of respondents said that when they see an ad on the side of a truck, they **perceive the company to be a successful one**. Another **67%** said **they believe** the advertised product is bought and used by their neighbors.

For the past few years, Broadside Mobile advertising on trucks has been promoted based on cost effectiveness and its ability to enter markets where conventional out-of-home advertising methods are limited or unavailable, Stephen Freitas, chief marketing officer of the Outdoor Advertising Association of America (OAAA) said, “**Now, there’s conclusive proof of truckside’s value as a powerful marketing tool that impacts awareness, attitudes and opinions.**” With this type of data validating the gut feeling that truckside advertising is a viable method of making impressions on sought-after consumers, the medium stands to become an even hotter commodity than it already has become.

Source: OAAA and Media Life “Delivering Brand by the Truck Loads”

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Truckside Advertising: Hot New Ad Medium

San Diego-(Business Wire)—Advertising’s new frontier has become the truck in the lane next to you on the freeway - or parked at the light across the street.

Thanks to new graphic technology and a new breed of alternative outdoor-advertising firms, advertisers can now put their dramatic art and compelling messages on moving, truckside billboards right where you are much of the time: in traffic. “It’s a high-impact medium,” reported David Margolis, president of San Diego-based advertising company, an industry pioneer. “We can put the message right where the audience is.” July 25, 2000

Truck ads can get where billboards can’t, or where billboard space simply is not available.

In Silicon Valley, billboard space, if available, can cost \$10,000 to \$100,000 a month!

Speed is another advantage of broadside mobile advertising. You can have a truck ad up and ready to go in as little as a week. Waiting for billboard space can sometimes take months.

While organizations like the American Trucking Association (ATA) claim that such moving ads have more impact than stationary billboards, measurement has been hard to come by **until now**. In response to the medium’s growing popularity, the Traffic Audit Bureau (TAB) has developed a methodology to measure the audience of broadside mobile advertising, using GPS technology and traffic data.

“Trailer wrapping” is a very effective way to take your message to your target market. Stationary billboards are only effective when your prospective audience drives on the specific route, in a specific direction, where stationary billboards are located. A trailer-wrapped billboard is constantly traveling many different routes and therefore both sides are highly visible to commuter and pedestrian traffic.

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Many locations where you would like to advertise have no billboard space available, either due to zoning or prior rental of the existing billboards. Trailer wrapping solves this problem. The ATA has conducted two earlier studies to determine the visual impact of trucks. This third study follows a natural progression.

The previous studies measured how many pedestrians and motorists see a truck **per mile, per hour and per year**. Test runs were established and a truck was hired to cover them at specific speeds. While the truck traveled the designated route, the number of pedestrians and motorists observing the truck was recorded. To increase the accuracy of the study, it was repeated in different geographic regions of the United States, over different types of roads, and under various speeds.

The studies showed that an over-the-road tractor-trailer combination made **101 visual impressions per mile** during daylight hours. Assuming an average annual mileage of 100,000 miles, that translates to **10.1 million impressions** per year. The study also measured the visual impact of local delivery vans. They rated **16 million** visual impressions per year. These numbers do not include nighttime impressions (which would increase the # of impressions by 37.5%).



The figures are impressive. After becoming acquainted with these figures and reviewing the research, many companies have begun using truck graphics more frequently for marketing to the masses.

While indicators show that graphics are noticed, previous studies made no attempt to assess the result of a truck's appearance upon consumer attitudes. Hence, the goal of this study was to measure the effects of a truck's appearance (cleanliness and graphic markings) upon the attitudes of motorists and potential customers.

What the study uncovered, was that the appearance of a truck does have an affect on how people feel about the company and/or product being advertised. In essence, just from looking at a broadside ad, buying decisions are being formulated in the minds of consumers. And over **two-thirds of motorists have a favorable opinion** of companies putting graphics on their trucks. Less than 3% were opposed to it. (30% had no opinion.)

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To test the relationship between a graphically marked truck and a positive company image, photos of trucks both with and without graphic markings were shown to motorists. They were then asked to indicate which trucks were most closely aligned with the concept of “positive company image”. The **truck with graphics scored higher** with respect to motorists’ view of safety, visibility and operator driving skills.

If your products or services constantly change, we can change the ads too. With our framing system, your broadside ads can change all or part of the graphics to keep your ad current.



THE EFFECT ON CUSTOMERS’ BUYING BEHAVIOR

The test also reported that a truck marked with a name and logo can directly affect consumer behavior. 29% of respondents indicated that they would buy or not buy a product based on the impression gained from the company truck. By combining these figures with the number of visual impressions per mile or per year, the number of people who can be favorably impressed by a fleet during daylight hours can be roughly determined. With the information showing the effect a good impression has on buying behavior, potential for boosting sales can be calculated as well.

A portion of the study included a series of twelve focus group discussions conducted in four U.S. cities. These in-depth interviews lasted for 90 minutes each and produced very favorable findings. The participants in the focus groups indicated that they **favor the use of truck graphics**. They enjoy reading the advertising displayed on trucks and they appreciate that graphics make trucks more noticeable.

The results of the focus groups were especially important in the area of buyer behaviors. Other portions of the study found a link between truck graphics and the choices made by consumers. (And the result of the focus groups reinforced it.) The participants responded that the appearance of a truck with advertising graphics creates a lasting impression that does influence the decisions they make in the marketplace.

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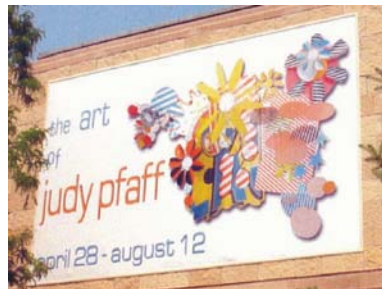
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Independent studies by the American Trucking Associations (ATA) and Robinson, Yesawich & Pepperdine validate the effectiveness of truck-mounted, broadside mobile advertising:

- **Ads mounted on the sides of the trucks generate over one million impressions per truck per month**
- **91% of people notice ads mounted on the sides of trucks and could recall the truck ad days later**
- **35% said that they would look closely at such ads**
- **75% of the people developed an impression about a company and its products from the truck advertising**
- **29% would base a buying decision on the impression they got from the vehicle**

Other graphics we can help you with include interior and exterior wallscapes or billboards.



Why choose BROADSIDE MOBILE MEDIA by 1-800-GREAT AD?

- We are first and foremost an advertising company – not a truck company, or a printing company. While our products and services do the work, our focus is RESULTS. We pledge untiring devotion to the success of your campaigns, and the creation of an advertising effort worthy of your hopes and your investment.
- We are a pioneer, and a leader in the field of outdoor mobile advertising.
- We have access to trucking lanes throughout the US and Canada.

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Graphics we can accept

We use authorized 3M Scotchprint TM electronic graphics materials.

Scotchprint materials are the right choice for long-term (1-8 years) interior and exterior promotional and advertising pressure sensitive needs. By utilizing the 3M Matched Component System (MCS) TM, we can provide a warranty for up to 5 years against fading, peeling, cracking, or shrinking for exterior and 8 years for interior pressure sensitive applications.

All you need is a good quality photograph, transparency or digital file. We can accept Photoshop, Illustrator, Freehand, and Pagemaker. We also accept Corel Draw Windows files. We will evaluate other types of files if these are not available.

Adobe Type 1 font should be used for PC files and must be included when art is sent. Both the printer and screen fonts must be included. Fonts without a printer font are unreadable at our RIP station and cannot be printed. Any fonts used in PC files should be converted to outlines. When possible, files should be built at 100% of final output size. When this is not possible it is preferable that the files be built at half scale or as little as one third scale. If a file is too large for tenth scale please consult with our graphics department.

Pantone colors should be used for the most accurate color matching. If scans are provided, we will inspect all scans for any necessary color modifications before printing. We can also accept photos and transparencies. The maximum size artwork that we can accept is 8 X 10". If your artwork is larger, please call for options.

Please consult with us before sending scans. We can accept files on Jazz, Zips, and CD-ROMS. Files can be e-mailed to: erin@1800greatad.com

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