

1.



Cost Efficiency

Unlike traditional outdoor advertising, with our mobile billboards there is no minimum buy. You can buy one, two, three or more mobile billboards. Use them for a single day, a week, a month or more. Compared to similar media, our mobile billboards are one of the most cost efficient media buys available.

2.



Visual Excitement

Our state-of-the-art billboard vehicles look awesome! The unique use of an elevating sign frame system enhances the visual impact, creating an exciting experience for the viewing audience. Our signs can elevate to an amazing 17 feet high, attracting more viewers than a regular mobile billboard... maximizing the media exposure, along with maximizing your media budget.

3.



Rapid Build-Up of Awareness

Within days you can literally reach thousands of potential customers by placing your mobile billboard in the right location at the prime time. Our vehicles can cruise along the busiest roads of a strategically planned route, target specific neighborhoods, in addition to positioning themselves near shopping malls, concerts, conventions, sports events and other venues.

4.



Media Reach Reinforcement

Added to other media buys, mobile billboards can truly benefit an advertising campaign and drive the message home! Our mobile billboards can definitely accomplish your marketing objectives by seamlessly working in combination with other media efforts to enhance a campaign.

5.



Specific Market Reach

Again, unlike traditional outdoor, print and radio advertising, our mobile billboards go where you need them most- specifically near the store or event's location and adjacent communities. We can target a defined geographical and or demographical area. Mobile has the ability to deliver a tightly defined market segment, offering superb market penetration.

6.



Directional Support

Create directional advertising by adding a destination address to the ad copy—literally driving traffic to the store or event.

7.



Dominant Market Presence

Mobile billboards are the best solution to create and maintain a dominant market presence. With a well planned mobile billboard program your retail store or local event may easily compete with any other local or national brand.

8.



Flexibility & Mobility

Our mobile billboard programs are very flexible in terms of how many are needed for a campaign, the hours and days hired, and when and where they need to be, etc. For example; A trial campaign may last a week and if the mobile inventory is available the campaign may be extended to meet specific marketing and/or sales goals.

9.



Quickest Placement Available

Our lead time is usually 6 weeks, but if necessary, we can be up and running with a mobile billboard campaign within 72 hours (after approved artwork).

10.



Co-Op Advertising Support

Our account specialists can assist with any co-op advertising billing, and our graphics department can handle any artistic challenges that may arise with a co-op arrangement.