



Advertising with America's Truckers

Mobile Hwy Advertising



About Us

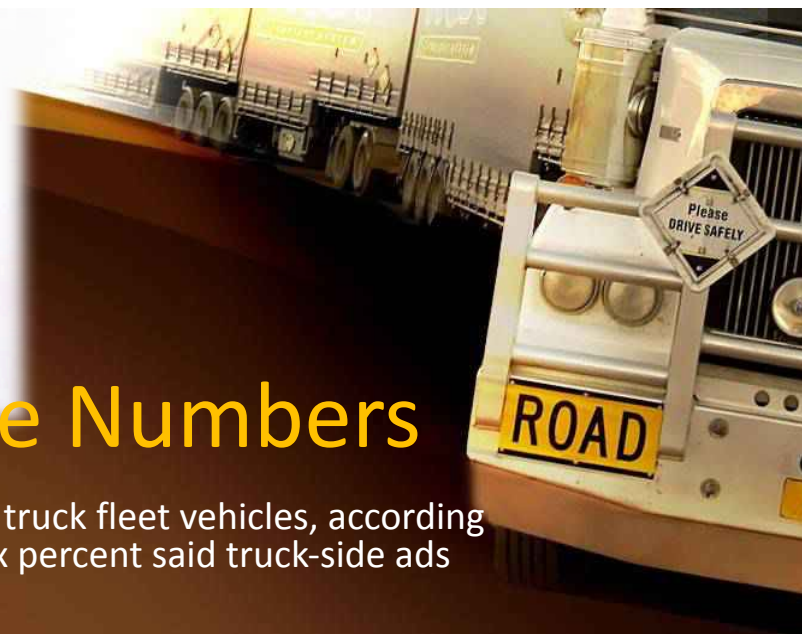
- Mobile Hwy Advertising provides a cost effective Nationwide advertising medium using Semi Tractor Trailer Wind Skirts that are required to be on every Semi Trailer by the end of 2018
- 81,000 Trucks/Trailers in Network
- 3,000 Master Certified Installers
- 50 Plus Nationwide Service Centers
- Two Printing Plants
- Reaching the Top 250 DMA's
- Smart Count, GPS POP Tracking and Reporting
- Daily Inspections
- Eye Level CPM Under \$1.00 Guaranteed

www.MobileHwyAds.com Mark & Marilyn Miller
561-641-3501 work



How We Work

- Truck Trailer advertising allows marketers room for creativity.
- The lower sides of semi-trailers offer advertisers "Wind Skirts" 30 inches by 22 foot eye level billboards to work with.
- Mobile Hwy Advertising utilizes two printing plants, one on the East Coast and one in the Midwest
- All Installers have passed Master Proficiency Certification Tests, demonstrating proficiency in all types of vinyl installations including complex curves and vehicle wraps.
- 50 Plus Service Centers Nationwide



By The Numbers

✓ **American Trucking Association**

Ninety-one percent of people notice words and pictures on truck fleet vehicles, according to a survey by the American Trucking Association. Ninety-six percent said truck-side ads have more impact than those on a static billboard.

✓ **Outdoor Advertising Association of America**

According to a study by the Outdoor Advertising Association of America, 56 percent say when they see an ad on the side of a truck, they perceive the company to be a successful one. Every week, the out of home units geopath measure across the entire U.S. have the ability to deliver 101,465,994,516 impressions.

✓ **geopath**

U.S. daily travel averages 11 billion miles a day – almost 40 miles per person per day.

Americans take 1.1 billion trips a day – four for every person in the United States.

OOH - While They're Buying 45% of daily trips are taken for shopping and errands.

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✓ Mobile Hwy Advertising Captures the Audience Attention

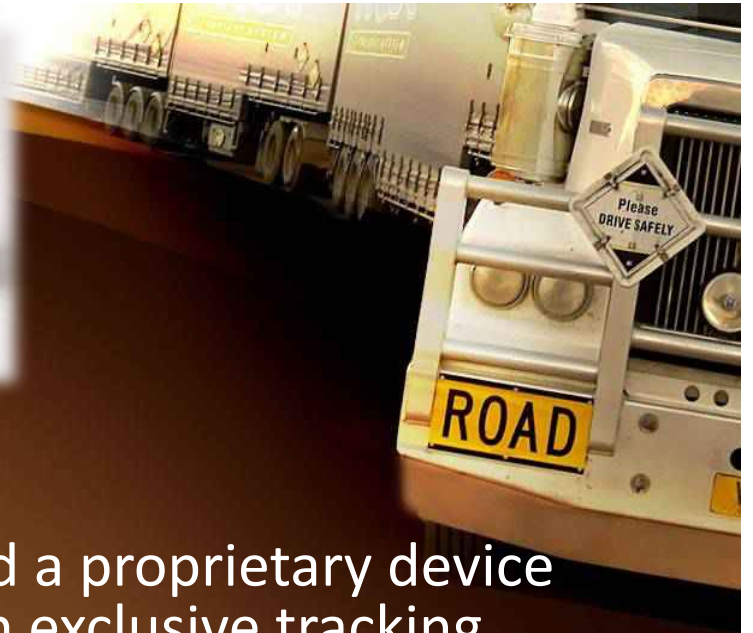


Best Ads Practices Display

Top 10 Ideas

- Branding Logo
- Promote Website
- Mobile App Downloads
- Job Recruiting
- Promote Phone Number
- Social Connects
- Product Advertising
- QR Codes
- Text Codes
- Customer Retention

- Full Printing Capabilities
- In-house Art Department
- Full Color Graphics
- UV stable inks
- 5 year durable outdoor permanent adhesive vinyl
- Finishing - die cut to perimeter shape, die cut lettering or square cut overlapping panels.
- Master Installers
- Daily Inspection
- Smart Count & GPS POP Tracking



Smart Count and GPS Tracking

- Mobile Hwy Advertising has developed a proprietary device and software application that offers an exclusive tracking method used in our upgraded Proof of Performance Reports.
- Using Proximity Marketing “SMART COUNT” can count any smart device, i.e. cell phone, tablet etc.... that come within 100 feet of the Mobile Hwy Advertising.
- All Semi Tractor Trailers have built in GPS Tracking that are matched with our National Database of traffic counts to provide reach and frequency, miles traveled and route information.
- Proof of Performance Photos are provide that are media ready and can be used in other promotional collateral.



Rate Card

- 2- 32" x 22' Billboards Per Semi-Tractor Trailer
- Production, Shipping, & Installation Included
- 2 Tractor Trailer Minimum
- Full Truck Wraps Available, Please Call For Rate



9 Regions



50 Service Centers

12 Month	24 Months	36 Months
\$5-6K Per Truck	\$8-10K Per Truck	\$12-15K Per Truck

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