



MEDIA KIT

Led Truck Media

##OOH2point0

www.ledtruckmedia.com



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What is Out of Home Advertising 2.0

**We do Out-Of-Home Advertising,
but we do it differently**

LED Truck Media is an advertising agency expert in Out-Of-Home advertising.

We started this business because we saw an opportunity to innovate in this industry and stand out from the crowd by bringing a different value to the table. We are not from the billboard industry, we come from the branding/marketing and tech world, so our vision is completely different.

We are not just driving around the city with your advertising playing on the truck. We offer a full branding package with design, strategy, analysis, reports and outstanding customer service.

We started with LED Trucks and we are now extending our services to other OOH media platforms like Plexi-Glass Trucks, Digital Billboard Bikes, Mobile Digital Podiums and Traditional Digital Billboards. So you can build the package that fits the most your Media Strategy.



SOME FACTS ABOUT US



We execute Outdoor Advertising nationwide.



We have built and sold LED Trucks since 2004.



Our DNA comes from a branding and marketing heritage.



We are the only agency in the US that can commit to handle logistics for multiple trucks in multiple cities.



Our in-house creative team provides unique ways on how campaigns should be displayed.



We provide POP with full analytics to all our campaigns.



OUR MARKETS

NEW YORK CITY BUFFALO D.C. RICHMOND BOSTON
CHICAGO PHILADELPHIA CLEVELAND LOS ANGELES
SAN DIEGO PHOENIX HOUSTON **DALLAS** ORLANDO
TAMPA JACKSONVILLE MIAMI ATLANTA **RALEIGH**
LAS VEGAS NASHVILLE **SAVANNAH** **SAN FRANCISCO**
DENVER & MORE.

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DIGITAL BILLBOARD TRUCK

It is hard to ignore a 22 ft mobile billboard headed in your direction with 3 bright LED screens and audio! You will be able to plan the exact route the vehicle takes and make sure it will hit a certain area and audience. We will play your on demand content that can change throughout the day at any time.

All of our trucks are equipped with a state of the art technology that captures data from your audience and helps you make better business decisions

FACT PAGE

A digital billboard truck can capture on average between **300k to 500k** impressions on a **8 hour-shift**. During special events **1.6M** on a **3-days** campaign.



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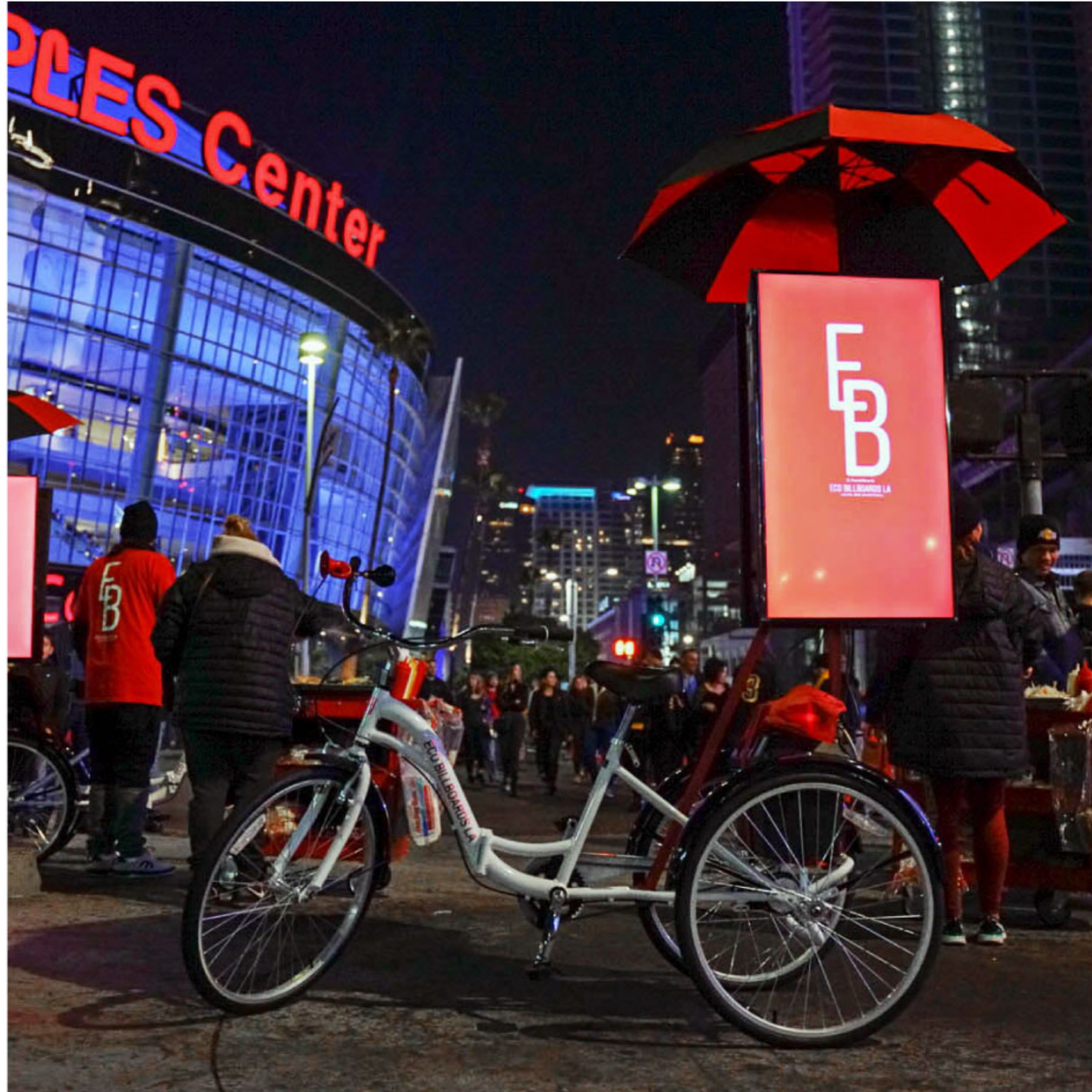
PLEXI-GLASS TRUCK

The plexi-glass walls truck offers a prime opportunity for customer engagement, brand recall and loyalty. We can customize it entirely to your specifications and turn the glass-truck into a rolling experiential station where consumers are too intrigued to not stop and engage. They can see, touch and feel your product in a fun and memorable way.

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DIGITAL BILLBOARD BIKE

For grassroots, in-the-neighborhood marketing campaigns, our Digital Mobile Billboard Eco-Bikes put your message into a crowd like no other medium. The Digital Billboard Bikes are eco-friendly and allow for audience and customer interaction at the person-to-person level. Riders can pass out flyers, wear your brand, and deliver messages to a targeted audience.

PLAN & TRACK YOUR CAMPAIGN PERFORMANCE

Our LED Billboard Trucks are equipped with audience intelligence technology designed to PLAN and TRACK your campaign performance to maximize your ad spend dollars.



- ▶ **Smart Campaigns:** We have access to years of historical data that allows us to plan routes based on markets' demographics and campaign target. The result enables our clients to visualize where their audiences are and at what time they will be in targeted locations.
- ▶ **Campaign analytics:** We measure the efficiency of your campaign with audience data including impressions, demographics and behavior information all collected from mobile devices' advertising ID's within 300ft away from our trucks during campaigns.
- ▶ **Campaign re-targeting:** Because of our reporting system, now we are able to retarget all the unique impressions collected during your campaign and provide a few retargeting options like social media or in-app remarketing.

[Watch Short Video Here](#)

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PROOF OF PERFORMANCE REPORTING (POP)

Our POP “proof of performance” report now not only includes GPS and pictures but also a unique impression loaded with demographics, consumer behaviors and even dwell time where your impressions are during AM and PM time and can be retargeted on Social Media.

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CLIENTS



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RATE CARD

EXCLUSIVE
CAMPAIGNS

\$175/h

Minimum 6 hours

Rates are subject to change on
specific markets or special events

- 100% Control of the truck.
- Full reporting and tracking.
- Customer service available during campaigns.
- Make changes as needed.
- Experiential upgrades available upon request

LED TRUCK

- ▶ \$175/hour
- ▶ 6 hours min
- ▶ Includes : Your Campaign Analytics and POP.

Add-ons (call us for pricing)

- + Smart Campaign : We help you to optimize your route to target your audience.
- + Campaign re-targeting : You can re-target the audience who was exposed to your real-world ad with an online sponsored ad.
- + Artwork design

GLASS TRUCK

- ▶ \$1,500/day
- + Cost of wrapping (\$1,500 - \$3,500)
- + Cost of furnishing (depends on project)

ECO-BIKE

- ▶ \$1,500/day
(in L.A. only)

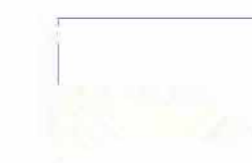


LED TRUCK MEDIA



Marilyn Miller
(561) 628-5807

marilyn@oohmediausa.com



Mark Miller
(561) 707-0138

mark@oohmediausa.com



www.oohmediausa.com

www.ledtruckmedia.com

    @ledtruckmedia