

Mobile **Hwy** Ads

Advertising at America's Truck
Stops with Proximity Geo-
Fencing



"Let Us Drive Your Brand on the Hwy to Success"



“We Provide A Cost-effective Nationwide Advertising Program Through Truck Stops & Truck Fleets”

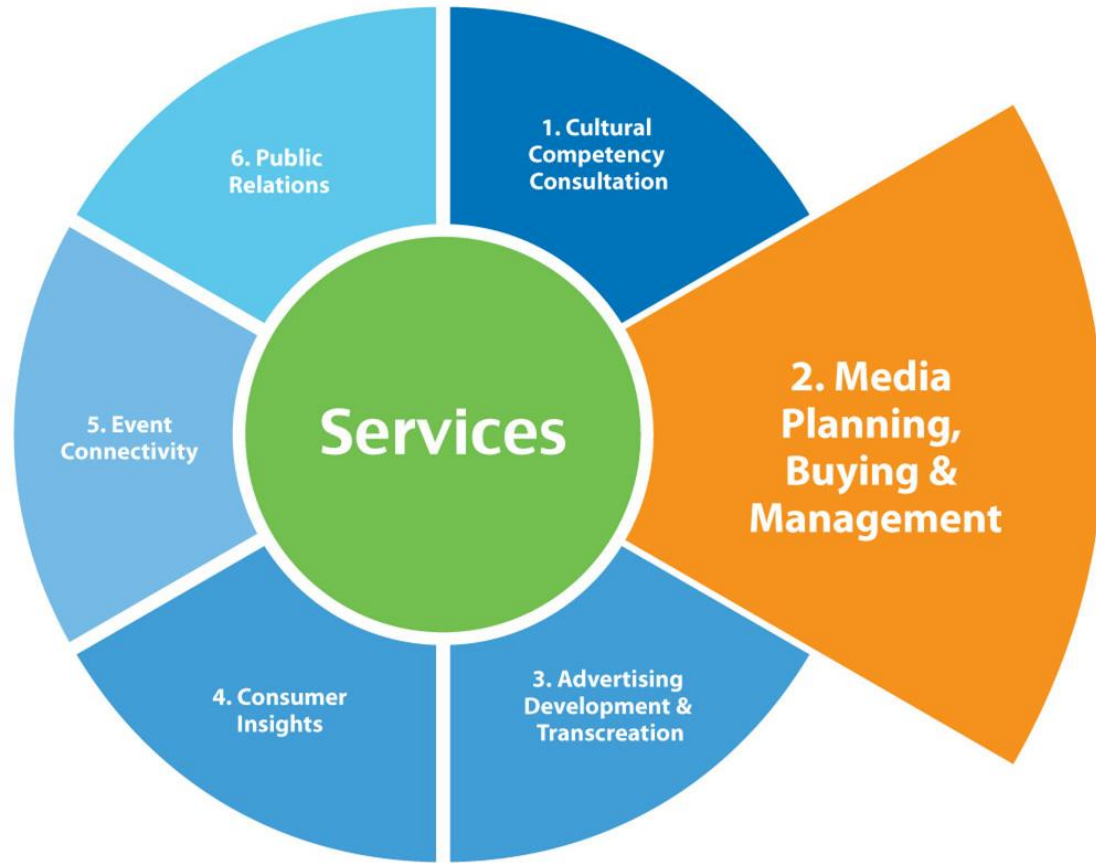
Mobile Hwy Ads Brand Advertising Placement Program creates a marvelous strategic partnership between Mobile Hwy Advertising, Advertising Brand Marketers and the specific Trucking Fleets and Truck Stops. The program contractually enables Advertising Brands to expand its advertising onto American's highways and cities with ongoing investment and gain the extraordinary benefits of the lowest CPM in the out of home space. Giving Brands access to traveling consumers and truckers with valuable Media Assets.

- ✓ 21,000+ Trucks/Trailers in Network
- ✓ 1,800+ Truck Stops
- ✓ 1,000+ EV Charging Stations
- ✓ LED Digital Truck Fleet
- ✓ RAMM Smart Count, GPS POP Tracking & Reporting
- ✓ 50+ Nationwide Service Centers
- ✓ Two Printing Plants
- ✓ Reaching the Top 250 DMA's



Mobile **Hwy** Ads

ADVERTISING CREATIVE, PLANNING & BUYING



Creating corporate partnerships to enhance travelers and consumers that visit Truck Stops;

- ✓ Plan All Of Your Hwy Marketing Campaigns
- ✓ Digital Out Of Home
- ✓ In Store Displays
- ✓ EV Charging Station
- ✓ Truck Stop Television Network
- ✓ Print Publications
- ✓ Proximity Engagement
- ✓ Webcam VOD Sponsorship
- ✓ Sports Licensing
- ✓ Social Media
- ✓ And So Much More



RAMM (Rapid Advanced Multi-Media) Smart Antenna is an all-in-one device: hardware, a combination Bluetooth/Wi-Fi transceiver.

The RAMM Smart Antenna uses Bluetooth to identify mobile devices including phones and tablets and to push messages to these devices when they are within 300ft (100m). This device also features Wi-Fi to interactively communicate with almost every RAMM Smartphone including iPhones within 300ft (100m). Our technology allows for anonymous metrics to be collected for analytics, without infringing on a customer's privacy.

The cost of the RAMM Smart Antenna and messaging is based on an economical daily fee that is charged on a monthly basis once the RAMM Smart Antenna is installed. The monthly fee combines the hardware costs and broadcasting fee into one easily managed payment and eliminates the need for an upfront equipment purchase. Contact MHA for additional information.

Bluetooth and Wi-Fi communications with mobile devices are direct, free, and measurable - giving broadcasters access to large amounts of data and information at no cost to the consumer. The RAMM Smart Antenna device can be either powered via a battery with a wireless Internet connection or via a 1m -100m POE cable (Power Over Ethernet) with an internet connection through a modem or router. To further simplify installation, the RAMM Smart Antenna is capable of outdoor all-weather use.



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MHA ANTENNA WITH BIG DATA POWER



- ✓ The RAMM Smart Antenna transmits via Bluetooth® while proprietary RAMM Smart Antenna supports both Bluetooth and Wi-Fi. Wi-Fi connections are initiated by consumers. They connect to the RAMM Smart Antenna as an open Access Point (AP) and then launch their web browser and get redirected to a landing page. From this page, they can select an effectively unlimited amount of content.
- ✓ Behind the scenes, Bluetooth discoveries and interaction data are logged along with Wi-Fi connection and interaction data. This data is then presented within reports or as raw data for gaining valuable marketing information and “Shopper Insight”.
- ✓ The customer must opt IN or OUT.
- ✓ If the customer chooses to opt in they will receive a multi-lingual, media-rich and secure message in the form of coupons, ads, video or music at no cost to the consumer.
- ✓ The customer is enticed by the call-to-action and carries out the desired action.
- ✓ If the customer opts out they will not be pinged with a second attempt for the offer.



Mobile **Hwy** Ads

HOW THE RAMM SMART ANTENNA WORKS

When a customer enters the broadcasting range (30ft - 300ft, or 10m - 100m), the RAMM Smart Antenna unit will ping the customer's mobile device, asking if the customer wants to receive messages, including special discount offers or other information.



Rapid Advanced Multi-Media

- ✓ Respects individual privacy by tracking via the mobile phone's Bluetooth and Wi-Fi MAC addresses.
- ✓ Is absolutely FREE and requires no cell carrier coverage (carrier agnostic).
- ✓ Captures connection and interaction history for connected mobile devices.
- ✓ Consumers get relevant, proximity-based content that can include discounts.
- ✓ Businesses get cost-effective, mobile-friendly advertising and metrics in real-time.



Mobile **Hwy** Ads

WAYS TO USE THE RAMM SMART ANTENNA

MHA advertising is proximity advertising. Research shows that consumers receiving an ad within proximity to a retailer are far more likely to act on the ad. This is attributed to the fact that very little user work is required to act upon the impulse to purchase what the ad supports.



- ✓ **Polling** - Get consumer feedback on products in real-time.
- ✓ **Product Details and Menus** - Give consumers the ability to view a detailed menu with product information, promotions, as well as the ability to order.
- ✓ **Real-Time Analytics** - A comprehensive back-end analytics dashboard provides businesses with actionable insights and the ability to send targeted messaging or rapidly test advertising campaigns.
- ✓ **Wayfinding** - Businesses can identify users locations via Wi-Fi and Bluetooth signals to provide directions in real-time.
- ✓ **Loyalty Programs** - Businesses can create targeted advertising based on their users' location, history, and more. For example, businesses can track loyal members to provide additional offers.



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COST EFFECTIVENESS WITH RAMM SMART MARKETING

BIG DATA
IS THE NEXT WAVE OF
PERFORMANCE IMPROVEMENT
AND BUSINESS
TRANSFORMATION

- ✓ The cost of engaging a consumer at any time is \$.03 or less, which is *significantly* lower than print.
- ✓ RAMM Smart Antenna is easy to implement, rebrand, and use.
- ✓ It is FREE to the consumer.
- ✓ Can be a source of significant revenue for the retailer.
- ✓ The system requires no capital to implement.
- ✓ See real-time data, analyze results immediately, and adjust ads quickly.
- ✓ Unlike billboard advertising, the consumer is already in the store and ready to make a purchase.
- ✓ Allows advertising agencies to differentiate themselves - the better the content, the greater the participation!



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TYPES OF PROXIMITY MOBILE ADVERTISING

Ways to use MHA Proximity Geo-Fencing Marketing-Advertising Program

- ✓ Truck Stops
- ✓ Wind Skirts
- ✓ LED Trucks
- ✓ Rest Stops



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TRUCK STOP PROXIMITY MARKETING



Truck Stops service over 4 million consumers & trackers daily, targeting this audiences provides a new avenues for experiential campaigns

- ✓ 1800+ Locations
- ✓ 4 Million Transactions Per Day
- ✓ Geo-targeting Reach
- ✓ RAMM Smart Campaigns
- ✓ Social Media Retargeting
- ✓ Audience Analytics
- ✓ On Demand Message Delivery



Mobile **Hwy** Ads

WIND SKIRTS PUSH ADS TO
RAMM Smart DEVICES



www.MobileHwyAds.com (561) 641-3501

Mobile **Hwy** Ads

LED DIGITAL TRUCKS MOBILE BILLBOARDS



LED trucks can go virtually anywhere, to target audiences not only with visuals but also audio, providing new avenues for experiential campaigns through live streaming and social feed to point out just a few examples of its capabilities!

- ✓ Targeted Reach
- ✓ RAMM Smart Campaigns
- ✓ Beacon Message Delivery
- ✓ Social Media Retargeting
- ✓ Live Streaming
- ✓ Audience Analytics
- ✓ On Demand Message Delivery



Mobile **Hwy** Ads

USA Entertainment Ventures, LLC DBA MobileHwyAds

[A dakdan worldwide company](#)

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Registered in all 50 States
Government Contractor



CAGE CODE 7SNU3

THANK YOU

We would welcome the opportunity to bring you new products and services to enhance your Guests experience, while offering your sponsors and advertisers new and exciting ways to engage your Guests. Our programs are designed to generate revenue as partners or assist you in generating your own advertising and sponsorship revenue. Let's talk today!

- ✓ Media Consulting
- ✓ Creative Services
- ✓ Media Planning & Buying
- ✓ Truck Stop Sponsorships Development
- ✓ Retail & Concession Branded Products
- ✓ Guest Engagement Opportunities
- ✓ Product Distribution
- ✓ Call Us Today (970) 436-0580



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