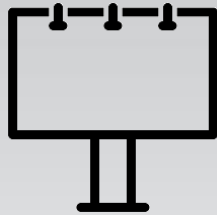




# why mobile billboards



## roadside billboard

Mobile billboards differ from roadside/static billboards and posters in these main ways:

- ▶ Move-ability factor grabs attention
- ▶ Eye-level placement is optimal for both vehicle and pedestrian traffic
- ▶ Two sides of unit allow for double the creative
- ▶ Inventory is available anywhere in a market and in multiple markets
- ▶ Ability to go where other OOH is scarce
- ▶ Units stand out whereas roadside boards often are among several in one view
- ▶ No need to worry about placements that may have overgrown trees or construction equipment obstructing view
- ▶ Extremely targeted with strategic routing – doesn't just offer broad strokes on busy highways but rather goes to where your precise audience lives, works and plays in a tailored-for-you, location-based approach

## mobile billboard



- ▶ Quality matchmaking takes your message to your precise audience with customized and strategic routing
- ▶ Intersect consumers directly along path to purchase with incredible eye-level visibility that breaks through the clutter
- ▶ Inventory is available anywhere in a market and in multiple markets
- ▶ Ability to go where other OOH is scarce
- ▶ Advertiser doesn't need to share the media space with any other advertisers; both sides of unit are fully dedicated to your brand
- ▶ Flexible flight lengths for short- or long-term campaigns



## transit

Mobile billboards differ from transit placements in these main ways:

- ▶ Unit is dedicated to one advertiser on both sides
- ▶ Advertiser receives large real estate for their creative without the clutter
- ▶ Units are well-maintained, clean and only designed to drive your message
- ▶ Inventory is available anywhere in a market and in multiple markets
- ▶ Ability to go where other OOH is scarce
- ▶ Extremely targeted with strategic routing – doesn't just offer broad strokes on existing transit routes and schedules but rather goes to where your precise audience lives, works and plays in a tailored-for-you, location-based approach

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