





ad·ver·tis·ing 'æd vər,tāzɪŋ - Pronunciation[ad-ver-tahy-zing]

-noun

1. the act or practice of calling public attention to one's product, service, need, etc., esp. by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.: *to get more customers by advertising.*

**ADVERTISING IS TO BE SEEN!**

**SIZE REALLY DOES MATTER!**

**BIGGER IS BETTER!**

### **What is a Mobile Billboard?**

It is a truck fabricated into a full size billboard that demands attention, allowing you to bring a billboard size message or advertisement to street level and deliver it anywhere, including hard-to-hit locations where traditional billboards are unavailable or simply not allowed. Mobile Billboards deliver immediate, overwhelming, and measurable targeted results.

**Clear Choice Mobile Billboards** are among the largest mobile billboards in the country, and are insidiously mobile, delivering your message to your targeted audience in a manner that traditional advertisers simply cannot. We understand that your message is important, and it's only effective when it's seen by as many people as possible. For those reasons we display your message on all four (4) sides. That's four (4) viewing angles for increased visibility over traditional advertising. We take full advantage of the captive audience that's following your mobile billboard in traffic, allowing them plenty of time to get the full intended message.

*"The viewing window of opportunity is short for static billboards, because most observers are in a motor vehicle and moving anywhere between 40 and 65 mph only allowing 5 to 8 seconds to view the billboard and get your intended point. Your valuable message is only viewable to those that are at the right viewing angle, at the right time, hopefully long enough to view the message."*

*Anonymous*



### **Mobile Billboard Options:**

#### **"Standard Series"**

**Side Panels are 10' X 30' Long or 300sq/ft**

**Rear Panel is 120" X 40" Wide or 33sq/ft**

**Front Panel is 60" X 40" Wide or 17sq/ft**

Unprecedented in the mobile billboard industry, that's an impressive **650 sq/ft** of street level go anywhere, in your face advertising that's impossible to ignore. It's always working, and they can't turn it off. You're in total control. You determine where it goes, when it gets there, what part of town you want it in and at what time, right down to which street or event at a specific hour.

Clear **Choice** Mobile Billboards were built to deliver in a big way.

#### **"TNT SERIES" (Truck & Trailer)**

##### **Truck**

**Side Panels are 10' X 14' Long or 140sq/ft**

**Rear Panel is 6' X 6' Square or 36sq/ft**

**Front Panel is 3' X 6' Long or 18sq/ft**

##### **Trailer**

**Side Panels are 10' X 30' or 300sq/ft**

**Rear Panel is 120" X 40" or 33sq/ft**

**Front Panel is 120" X 40" or 33sq/ft**

An amazing 1000 sq/ft+, almost twice as what is available on the largest of static billboards. Unlike static billboards which are valuable advertising mediums, but have limitations as to location and availability, and can only be seen by the same people that travel the same route everyday over and over again, you can send your mobile billboard anywhere in town, across town, to the big game, or to the beach and back. Drive right through the heart of downtown at lunch time, where there are no billboards.

Mobile billboard ad campaigns are flexible, accommodating daily, nightly, weekly, and monthly schedules.

### **USES FOR MOBILE BILLBOARDS**

**New Product Rollout  
Concerts  
College Events  
Political Campaigns  
Announcements**

**Special Events  
Website Awareness  
Retail Promotions  
Corporate Branding**

**Conventions  
Sporting Events  
Trade Shows  
Public**



**Extensive Research Shows That Mobile Promotions Are Highly Effective:**

**Messages on outdoor mobile billboards have a 97% recall rate.**

*Source: RYB & Becker Group*

**96% of respondents said mobile outdoor advertisements are more effective than traditional advertising.**

*Source: Outdoor Advertising Magazine*

**Mobile promotion captures heavy commuters, 27% of which do not read a newspaper and 74% of which don't watch TV news. These commuters make more money, drive more, and are highly educated.**

*Source: The Arbitron Outdoor Study*

In July 2002, **Outdoor Advertising Magazine** reported that “studies conducted by the **Transportation Council of America (TCA)** show that mobile billboards have an impressive **97% recall rate**, virtually unheard of with most advertising mediums” and that “there is a greater need by advertisers to more accurately target a message to an increasingly mobile demographic target.”

**Mobile Advertising is a very cost effective medium when compared to traditional advertising like placing a full page ad in the local newspaper for one day, in the trash the next day, with a circulation of 120,000 subscribers at the rate of approximately \$17,800.00 per day.**

**Because mobile billboards are priced well below traditional advertising mediums, delivering on average 50,000 daily impressions per panel, your cost per thousand (CPM) is minimal**



## Hispanic Facts & Statistics

**The tastes and buying power decisions of the Hispanic market have ties to their cultural backgrounds.**

*Association of Hispanic Advertising Agencies*

**Purchasing power of Hispanics in the U.S. is estimated at more than \$450 billion.**

*Hispanic Association on Corporate Responsibility*

**Women plays an extremely important role in the purchasing process.**

*Association of Hispanic Advertising Agencies*

**Community and family values have a strong focus among Hispanics.**

*Beverage Marketing Corporation*

**Spanish language communication mediums on a growth curve.**

*Horowitz Associates, Inc*

**50% of adult urban Hispanic consumers are under the age of 35, compared to 31% among the total urban market.**

*Horowitz Associates, Inc*

**54% of urban Hispanic households have children under the age of 18.**

*Horowitz Associates, Inc*

**58% of Hispanics, given a choice, would prefer to communicate in Spanish.**

*Cheskin Research, a leading Hispanic market and technology research firm*



FOR ALL YOUR MOBILE ADVERTISING NEEDS:

302 521 6400

**BIGGER**

IS **BETTER**





FOR ALL YOUR MOBILE ADVERTISING NEEDS:

LARGER THAN LIFE!

**ADVERTISE HERE!**

MOBILE BILLBOARDS WORK!

302 521 6400

# Success Story-

You're trying to keep cool on the hottest day of the year. You look up and there's a giant billboard driving down the street. It says, "Keep cool. Drink Quench."



Not a bad idea. Better yet. A full-size, 30-sheet billboard stops. The driver jumps out and pulls out a case. He holds it up—offering one to you. Wow. You, and others on the block, leave their front porch and gulp one down.

You're no longer a passive viewer of advertising. You are suddenly part of the experience. You taste the ad. And its fruity taste is so appealing.

Nothing like this has ever happened to you. The secret? Pure and simple, mobile outdoor advertising. It delivers the message to this growing audience.

Mobile Outdoor Promotions

# Ideas...

- Target the high school sports teams or the local soccer match and hand out hats, t-shirts or coupons
- Get the word out for up coming concerts
- Draw a crowd at the next Cinco de Mayo celebration
- Pinpoint your money transfer message
- Announce your huge inventory reduction sale
- Drive your offsite car sale to new heights
- Make sure the neighborhood knows about your store opening
- Let us bring your message home at the next college or professional athletic events
- Effectively target your soft drink to young consumers
- Do the math - compare the cost of your next direct mail campaign or your one day in the trash next day news paper ad with mobile billboard advertising . . . you'll be pleasantly surprised





## New Mobile Billboard Advertising Opportunities for 2008

### Philadelphia Market

Daily and Weekend Packages Available For The Following Teams' Home Games.

#### Eagles



#### Phillies



#### Phantoms



#### Flyers



#### KIXX



#### Sixers



#### SOUL



Mobile Billboards are available for Concerts, Grand Openings, and Other Special Events.





## New Mobile Billboard Advertising Opportunities for 2008

### Delaware Market

Daily and Weekend Packages Available For The Following Teams' Home Games.

Blue Hens



Blue Rocks



Hornets



Mobile Billboards are available for Concerts, Grand Openings, and Other Special Events.

Dover Downs Casino



Dover Downs International Speedway



Delaware Park



The Wilmington Riverfront

Rehoboth, Dewey, and Bethany Beaches



## New Mobile Billboard Advertising Opportunities for 2007

### Baltimore Market

Daily and Weekend Packages Available For The Following Teams' Home Games.

Ravens



Orioles



Terrapins



Tigers



Mobile Billboards are available for Concerts, Grand Openings, and Other Special Events

Baltimore Inner Harbors

Harborplace

Baltimore Convention Center



## Mobile Billboard Advertising Opportunities for 2008

### Washington, DC / Maryland Market

Daily and Weekend Packages Available For The Following Teams' Home Games.

Redskins



Nationals



Capitals



Wizards



Terrapins



HOYAS



### Mobile Billboards are available for Grand Openings, and Other Special Events

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College Events  
Political Campaigns  
Public Announcements

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