



Product Spotlight

Truckside Advertising

Truckside advertising campaigns are used to broaden the reach of a national, regional or local campaign. They add variety, frequency and value to a broadcast campaign or can stand alone as very efficient campaigns.

For those trying to “go green,” truckside advertising is a great, though often overlooked, alternative to mobile billboards. Truckside ads are posted on working trucks that will be out regardless, while mobile billboards are on trucks that operate solely for advertising purposes.

Benefits of the Medium

Truckside advertising can be used as a broad branding medium or as a target-specific medium (such as retail trading zone areas). If advertisers want to add a bit more to their truckside campaign, event promotional options can make great additions.

Truckside advertising is not confined to any demographic market or geographic location, so the reach is endless. This mobility allows for coverage where other types of OOH may not be available.

Truckside advertising also provides the option of a national mass reach campaign, known as “Over the Road”. This flexibility in campaign execution makes truckside/fleet advertising appealing to both large national companies and smaller companies alike.

Many national advertisers caught on to the concept years ago when trying to get their brands in front of consumers in a timely, efficient manner. Truckside easily accomplishes that task because of mobility—an advertiser’s message can travel from New York to Los Angeles on one media vehicle. Plus, posting full-color graphics to trailers allows for greater impact.

How It is Purchased

An advertiser can buy General Market GRP showing levels.

An advertiser can purchase dedicated routes to reach specific demographic targets or geographic areas. These smaller routes make it an efficient medium for local and regional companies.

“Over the Road” advertising can be used as a mass medium to reach markets across the U.S. by purchasing a campaign along Interstate routes. It can also be used for Regional coverage.

Markets Available

Market availability is unlimited. About 95% of the U.S. population can be reached using truckside advertising.

How It is Measured / New Technology

Tracking systems (such as GPS systems) have been available for a number of years. However, new companies have emerged that measure audience circulation, impressions during a certain period, and other types of campaign auditing. Some fleet media companies offer on-line Internet systems allowing advertisers to pinpoint the location of their mobile fleet ads in real time. Some services can also provide data that can be interfaced with other databases to produce demographics by route, fleet or time of day.

SAMI (Satellite Automated Media Information) web-based technology, for instance, addresses the needs of agencies and advertisers by providing credibility through audience measurement and tracking. It allows advertisers to schedule, track, sell and audit their truckside advertising campaigns. Proof-of-Performance reporting is available next day, including maps and digital photos. One company currently offering SAMI technology is Moving Images Media (<http://bit.ly/MovingImagesMedia>), with truckside advertising available everywhere in the U.S.

Who Provide These Products

Asphalt Media	http://bit.ly/AsphaltMedia
Business Ads in Motion	http://bit.ly/BusinessAds
Cargo Door Ads Inc.	http://bit.ly/CargoDoorAds
CDP Worldwide Media Group	http://bit.ly/CDPWorldwide
Crossroads Billboards	http://bit.ly/CrossroadsBillboards
Dynamic Media Group	http://bit.ly/DynamicMediaGroup
Encompass Outdoor Media	http://bit.ly/EncompassOutdoorMedia
IntranMedia	http://bit.ly/IntranMedia
Magellan Transit Media	http://bit.ly/MagellanTransit
Moving Images Media	http://bit.ly/MovingImagesMedia
Tailor'ed Media	http://bit.ly/TailoredMedia