

MAM



**MOBILE AD
MARKETING**

"Some 150 Million Americans Commute Every Business Day"

"MARKETING in a MOBILE AGE"



The Art of Being "SEEN" Again.

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MOBILE **AD** MARKETING

"MAM Has 300.000 Trailers in 48 States and 300 Markets."



GET THEIR ATTENTION



Mobile AD Marketing



We Go Where They Are!



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MOBILE AD MARKETING

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Mobile AD Marketing Inc. Has Recently Been Featured On...

Forbes



WACHOVIA



BRANDWEEK

LICENSE

YAHOO! FINANCE



Google

FleetOwner TTNews.com by Transport Topics

Advertising Industry Newswire™
Business, Entertainment & Technology News

Media Post Publications



MarketWatch



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MOBILE **AD** MARKETING

*AMERICANS Will Travel 3 Trillion Miles This Year.
...And MAM Will Be Right There With Them...*

America is a Nation on The Road.



Where Best To Reach Them?

Has Your Advertising Become *Invisible*?



OURS Definitely is **NOT!**

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Mobile Ad Marketing
Presents
"The Tale of the Whale Tour" 2006



***West Coast* "Tale of the Whale Tour" - 7 Cities in 7 Days!**

New "***OUTDOOR Impression Record***" Set in Los Angeles, CA on September 1st, 2006

First "***3 Dimensional Mobile Advertisement***" to Travel on American Freeways

**Put The ART Back in Advertising.
Make the Invisible VISIBLE Again.**

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MOBILE AD MARKETING

"MAM Has 300,00 Trailers in 48 States and 300 Markets."

Brands That Have Utilized Truck Side Advertising Campaigns.



Truckside / Mobile Advertising Testimonials

"Truckside advertising is ideal for driving impulse purchase. With so much of our (McDonald's) store sales coming from impulse buyers, the big, bold food-focused images on our trucks is making a significant impact."
- Mark Freeman, Owner-Operator, President, Chicago Metro McDonald's co-op group

"Truckside generated the largest street-level creative presence available to reach the critical upscale NYC audience. And, trucks delivered our message to parts of Manhattan that could not be reached by traditional forms of outdoor advertising."
- Adam Bree, NY Metro Advertising Manager, Sprint PSC

"Our fleet of trucks offered Hair Cuttery a unique way to break through advertising clutter - Their geography flexibility allowed us to bring larger than life images into target neighborhoods."
- Barbra Shaben, Director of Marketing / Hair Cuttery

"The key benefit of truckside advertising for an auto manufacturer like Saab is that our brand and product messages reach customers in an environment where they're thinking about the cars around them - that's the kind of targeted marketing that appeals to Saab."
- Joel Manby, President/CEO, Saab

"For the past few years, truckside advertising has been promoted based on cost effectiveness and the ability to enter markets where conventional out-of-home advertising methods are limited or unavailable. Now there's conclusive proof of truckside's value as a powerful marketing tool that impacts awareness, attitudes and opinions."

- Stephen Freitas, chief marketing officer of the Outdoor Advertising Association of America (OAAA) commenting on a study by The Singer Group that revealed a 30% increase in brand awareness for a computer marketer following the use of truckside advertising. The study (cited in "OAAA and Media Life Delivering Brand by the Truck Loads", April 2000) also showed a 54% increase in the number of people who considered that marketer when buying their next computer.

"Americans Will Travel Over 3 Trillion Miles This Year."

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The Facts and Stats on Mobile Outdoor Advertising...

Mobile AD Marketing Currently has over 500,000 AD Trailers in 300 Markets and 48 States Signed Up all Across America.

Benefits...Sales Questions...

- * Impact ratings of Mobile Media Trucks scored higher than all other outdoor combined - *Thibodeaux Research Inc.*
- * Truck Side Advertising is one of the most effective forms of outdoor advertising and offers you the highest return (ROI) on your investment when compared with other media rates.
- * A newspaper ad is only good for a day and a television or radio commercial only lasts about thirty to sixty seconds.
- * A truck side ad is working for you as much as 10 hours a day and up to six or seven days a week.
- * Ours is a medium that offers both flexibility and impact on a scale rarely seen in the advertising industry.
- * M.A.M. has Mobile Billboards that travel hundreds of miles each day or around a city block.
- * The end result is millions of new eyes examining your clients' message where it may have been seen before.
- * "Would you like to get your Advertising noticed over 90% of the time?"
- * "Would you like to reach over half the American people on any given business day?"
- * "Would you like to get 4 or 5 billboards for the price of 1?"
- * A 9th Form of Advertising has emerged – fluid and mobile to match a faster paced world and a consumer constantly in motion.
- * These big rig trailers or Delivery Trucks become low cost "**impression machines**" generating new customers daily.

COMMUTING...THE MARKET

- * Some **150 Million** Americans Commute Every Business Day. (Over ½ of America)
- * Americans Will Travel **3 Trillion Miles** This Year.
- * The Average American will travel **over 300 Miles** this week and over **15,000 miles this year.**
- * **302 Miles** traveled in a vehicle by the average American in the past seven days.
- * Nearly **4 million miles of roads** and **200 million vehicles** keep Americans moving every week...
- * American are driving more. They spend an average of **15 hours per week** in their car as commute times go up.
- * Time spent in their car is triple the time spent reading the paper.

REACH / EFFECTIVENESS / IMPACT

- * Outdoor Media Reaches **96% Percent** of US Consumers.
- * Typical *Semi Trailers* travel **125,000 miles a year** gaining **24,000,000+ impressions** annually per vehicle. *Am. Trucking Study*
- * The Average Metro Truckside Ad Reach is about **50,000** per day.
- * Truck Side Advertising can generate **22,000 to 66,000 Impressions Per Day / 450,000 to 1.45 Million Per Month***
- * Box-van style trucks generate- **6.4 million impressions annually.**
- * **81% of the viewers see one or both sides.**
- * **91%** of all people notice truck advertising, **75%** affect their buying habits from truck advertising - *Beverage World Magazine*
- * With as few as 4 to 14 advertising trucks in most DMA's you can reach **3% to 50% of the population on a daily basis.**
- * MAM vehicles can achieve 85% reach and 20x "frequency" each month - *Advt. Publications Research Corp.*
- * Truck Side Marketing programs offer you the ability to **Advertise 8-10 hours a day, 5 to 6 days a week** at affordable rates.
- * Truck Side Advertising gives your company a **visible presence in the market place every working day of the year.**
- * **18 million** Number of annual impressions generated by a truck in a DMA market of more than 5,000,000 people.
- * **96%** Percent of respondents who felt truckside advertising had more impact than traditional billboard advertising.
- * **98%** Percent of respondents who felt truckside ads created a positive image for the sponsor.

ROUTES / MILES

- * **49,125 Miles** traveled per year by the average truck in the U.S.
- * MAM regional (big rig) **semi-trailers travel 2,000 to 3,500 miles a week over interstate and state highways** - as well as in and out of major metropolitan areas.
- * A mobile AD on one of these big rig trailers and they become low cost "impression machines" - generating new customers daily.
- * The MAM network of regional (big rig) semi-trailers reaches large geographical areas **for 1/30th the rate of a TV AD.**
- * Box-van style trucks (2 axles) average **25,000 miles per year** for suburban and urban travel.

MEDIA COMPARISONS

The Average **CPM** Rate for Truckside Ads is around **\$1.50!**

The Average American is shown some **3000 Ads a Day** and given less and less time to process them.

Where Do CONSUMERS spend their time?

- * Consumer lifestyles change and time spent in front of the TV is down. In fact, today, 29% of consumers do not read a newspaper.
- * 54% of all consumers do not watch morning TV.
- * 25% do not watch evening news.
- * Late night TV news is not seen by 56% of all consumers. (Source: OAAA 4/2001)
- * 75% of people developed an impression about a company and its products from truck-side advertising.
- * 29% would base a buying decision on the impression.

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MOBILE AD MARKETING

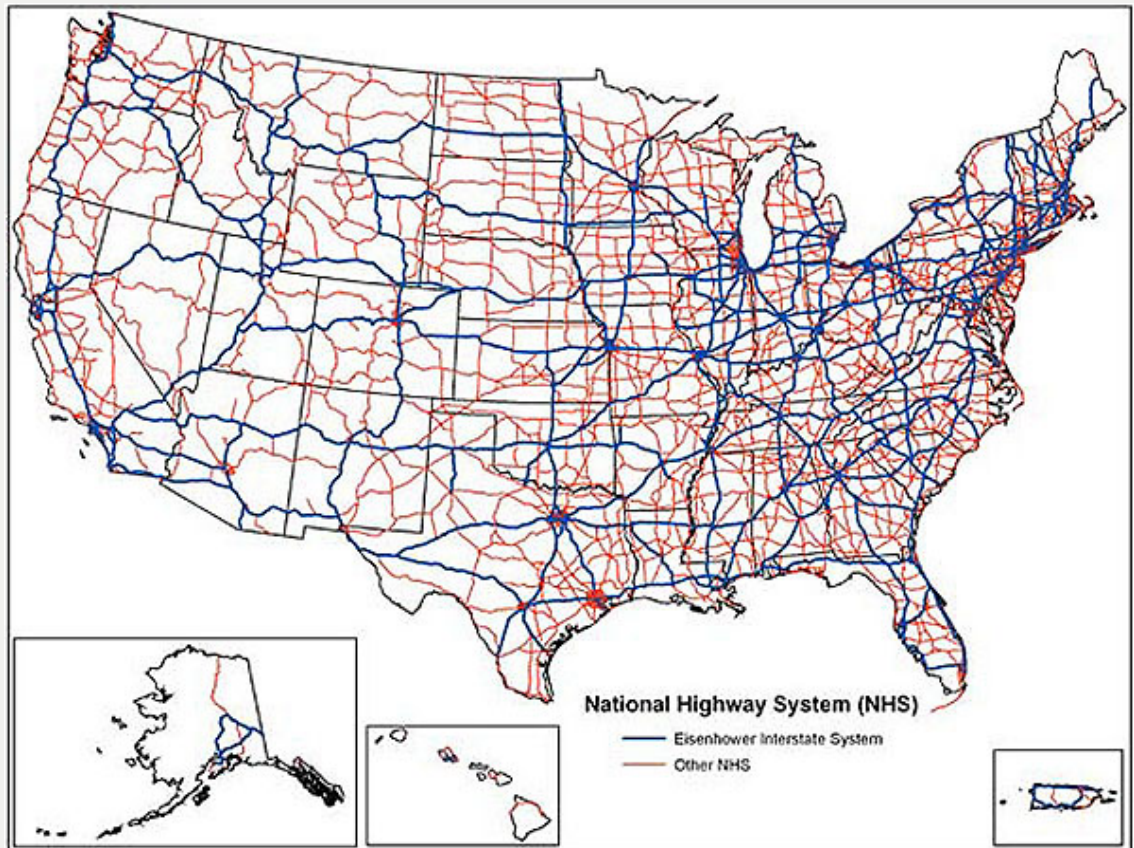
“Some 150 Million Americans Commute Every Business Day”

A New Trend / Truckside and Trailer Advertising

In an American Truckers Association Study, 91% of People Notice Mobile Boards.

1. New “**Mobile Ad Marketing**” Media **Benefits**.
2. Cut thru the **Ad Noise** and **Clutter**.
3. Get Your **AD Noticed** 91% of the **Time**.
4. Utilize our unique **Consumer** inter-active **Edge**.
5. Create Significant **Savings** for Your **Clients**.

M.A.M. U.S. Route System (300 Media Markets)



MAM Currently Has over **300,000 Trailers** Signed Up all Across America and pending deals with some of the biggest names in Domestic Freight Transportation.



MOBILE **AD** MARKETING

THE FUTURE OF ADVERTISING IS HERE



- Overview -

What we've done so far...

We Released Our Company Press Release on June 1st, 2006 and it Landed us in **Forbes, Hoovers Merrill Lynch and Wachovia**, – All Within 3 days.

We Believe it is because of the following facts...

We Have the Largest Inventory of Advertising Inventory (Outdoor Media / Out of Home Furniture) In America! Over 300,000 AD Trailers in **300** Markets and **48** States Signed Up all Across America.

What We Intend to do NEXT...

We will Launching A National Campaign that will Travel through 35 Major US Cities in 15 Days As part of a Major Media Push this Campaign will be seen by 20-50 Million People.
(See "Tale of the Whale Tour")

...Some of Our Fleets...



- Our Mission Statement -

Our Main Goal is to offer a Low Cost Advertising Alternative to Traditional and Non-Traditional Media. Tv, Radio, Cable, Newspapers, Magazines, Trade Publications, Out-of-Door and Internet.

Our Target Market is American Corporations and Brands that spent over \$175 Billion last year on these mediums and the other 23 million small business currently struggling to survive in America.

Our Unique Selling Position is position ourselves directly between these two struggling Industries, to benefit them both and make a Profit doing so...

We will do this by being the most vocal, maintaining the largest and most active Fleets, and being the most organized Mobile Advertising Supplier in America.

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MOBILE **AD** MARKETING

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M.A.M.



MOBILE AD MARKETING

“Some 150 Million Americans Commute Every Business Day”

M.A.M. Trailer AD Strategy Recommendations

(We Track Impressions Weekly Until an Agreed upon Monthly Quota has Been Reached)

- 6 to 12 Month Campaigns -

100 Metro Markets

(With Populations Near or Over 100,000)

Recommended Campaign:

Two - 53' / 48' Trailer ADs on (Outer City) Interstate Routes

150 Urban Markets

(With Populations Under 100,000)

Recommended Campaign:

Four to Six - 20' / 16' Trailer ADs on (Inner City) Routes

This is a Total of 6-8 AD Trailers Per Market.



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Las Vegas Market / Region One



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MOBILE AD MARKETING

“OutDoor Media Reacheds 96% of Consumers”

The Current Advertising Dilema

It is estimated that the AVERAGE American is exposed to over 3,000 ads a day. To avoid the ad noise people throw their mail unopened into the garbage. Magazines sit around the house unread. Newspapers pile up until thrown out. When an ad comes on TV, consumers channel surf or head to the kitchen. Me, I read between commercials, they're getting so long.

According To Media Post Magazine, Across 3 Major Media - TV, Newspapers and Magazines - Americans were Shown 2 Million More Ads in January of 2005 than in The Same Month in 2004. That's a Big Spike in the amount of Advertising Clutter for Americans to contend with. If You Factor in other major media such as radio, online, cinema, point -of- purchase and the increase in new media outlets, the story only gets worse. Media advertising keeps getting more and more expensive. Risk rises with the expense, requiring the return on risk to be greater.

Advertising Media / ROI

When you invest in media, you need a higher and higher return. If you run an ad on Oprah, you need a big payoff. The increase in revenue, however, isn't commensurate with the increased risk and may not be justified.

Over the years millions have been spent in creating a brand. Advertisers use interruption marketing to draw attention to their product and to create differentiation for their product. They have continued to use interruption marketing in spite of the increasing noise in the marketplace, making differentiation a zero-sum, advertising based game.

Unfortunately the less the public pays attention, the harder advertisers try to get the consumers attention, creating more noise in the market place.

The overflowing clutter and growth have made interruption marketing almost worthless. And yet, advertisers rely almost solely on interruption "One product after another is fading away, for the simple reason: the ads can't pay for themselves anymore.(Seth Godin, The Purple Cow)

These Advertising trends are what make MAM such a needed alternative.

Edge (Mobile) Marketing

"Being remarkable is the shortcut to growth." Edge marketing is getting away from center. It's going to the edge where you can be seen. You want someone to willing make a remark about your product. And, when they do you have become remarkable. "Being distinctly different, and therefore remarkable what matters. People talk, and word spreads - success follows. (Seth Godin - The Purple Cow)



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“The Average American Will Travel Over 300 Miles This Week”

Arbitron National In-Car Study / Summary & Significant Findings (Cont...)
(© 2003 Arbitron Inc./Edison Media Research)

During the week, men clock more time in-car than women, while both spend equal amounts of time in-car on the weekends. In a typical weekday, American men report nearly 2 hours 28 minutes spent in-car versus 1 hour 57 minutes for women. On the weekends, both men and women report spending 2 hours 5 minutes per day in-car. Recently, media analysts have focused on the drop in TV viewing among men. These data suggest Television’s “missing men” can be found via out of home media.

5. Daily time spent in-car is triple the time spent reading the newspaper. With an average weekday time spent in-car of 2 hours 12 minutes, Americans are spending almost three times as long in their cars as they do reading the newspaper (41 minutes per day). Only television has a greater average daily time spent at 3 hours 11 minutes. In a typical day, there is a strong opportunity to be exposed to radio and outdoor advertising.

6. Consumers indicate they spend an average of 306 miles in-car in a typical week, with men outpacing women 375 weekly miles to 239 miles. This finding is very consistent with Arbitron’s 2001 Outdoor Study, which indicated that the average American clocked 302 miles as a passenger or driver in the previous week.

7. Young men 18-34, harder to find via television, have huge exposure in-car. Men 18-34 have significant exposure to out-of-home media. Young men 18-34 clock 33% more time in car and 39% more miles each week than the average. With TV viewing levels dropping among men 18-34, outdoor and out-of-home media can help supplement the media plan.

Average (Cost Per Thousand) Media Comparisons

Compare Mobile Advertising CPM (Bottom)

1. **TELEVISION / SPOT** (30 second Prime) - \$20.54
2. **NEWSPAPER AD** (1/2 Page BW) - \$23.32
3. **MAGAZINE** (1/4 Page) \$8.00
4. **RADIO** (30 sec Prime Time) - \$5.92
5. **BILLBOARD** (City/ National) - \$3.90
6. **DIRECT MAIL** – \$6.00
7. **YELLOW PAGES** – \$13.5
8. **INTERNET** - \$28.00
9. **MOBILE OUTDOOR ADVERTISING** - \$1.50

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MOBILE AD MARKETING

“The Average American Travels 15,000 Miles a Year”

Framing -vs -Vinyl Graphics

Marketing messages are not permanent, but instead evolve over time. The optimum medium used to carry that message must be capable of facilitating these changes in a fast and economical manner. This need is the premise behind the growing use of framing systems in fleet graphics, and why adhesive fleet graphics have passed maturity in the product life cycle and are on the decline. Traditional adhesive fleet graphics are not easily changed and are expensive to replace. However, when a framing system is used, only the frame itself is permanent while the vinyl signage it secures is easily and economically changed. There are also many other reasons to choose framing versus adhesives.

In making fleet graphics buying decisions, the following questions should be considered: · What does it cost to install and how long does it take? · What is the cost of removal and how long does it take? · What are the constraints on the installation such as weather and location? · What would it cost to change the message and how long does it take? · How good is the presentation, and how is this measured? · How long will it last, and is there a warranty?

Installation Cost...

Cost is made up of materials, printing, and labor. The materials used in framing cost much less than those used in adhesives, while the cost to print is equal. Labor is further broken down into labor rate and labor time. Since adhesives application is a skilled trade (see PDAA & UASG trade association web sites), the training required increases the labor rate versus that of framing. Labor time of framing is cut in half versus adhesive application.

Installation Time...

Full coverage adhesive application of a 53' trailer takes a 2-man crew 8 hours for a total labor time of 16 hours. One man can install framed signage on the same sized trailer in 4 hours. For large fleets, this time advantage becomes an operational consideration. 50 trailers would take a 2-man crew 50 days to apply decals, whereas the same 2-man crew could finish in 12 days.

Removal Cost...

Adhesive removal varies greatly depending upon material used, and age. The best-case scenario for full coverage decal removal is \$1.00/square foot or \$800 for a 53' trailer and takes 8 man-hours. Professional tradesman must be used to minimize potential damage to the trailer surface. Framed signage removal is a do-it-yourself task that takes 15 minutes.

Constraints...

Adhesives installation and removal can only take place in temp above 50 degrees and humidity less than 80%. This constraint limits work greatly in all but the most moderate climates. Typically, an indoor environment is required. Framing can be done in any weather conditions where the equipment sits.

Changing the Message...

To change the ad on a fully adhesive covered 53' trailer would take 24 man hours and cost several thousands of dollars. Since the level of expense is cost prohibitive, fleet graphics buyers are "married" to their adhesive message for the life of the truck. With framing, the change-out cost and time involved is dramatically reduced, making ad changes economically feasible.

Presentation Quality...

Print quality, installed substrate appearance, and signage fit are all factors in measuring presentation quality. Normal viewing distance is commonly used in making these assessments. Trucks and trailers are typically seen at distances greater than 100 feet.

At this distance only signage fit is discernable, and only then if the fit is very poor.

Product Life and Warranty- From 1-3 Years depending on Graphic Material. See Website for more details.

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“Marketing in a Mobile Age: Trucks Add Fuel to Advertising” by Daniel Sage

LAS VEGAS, NV — June 1, 2006 -- Mobile Ad Marketing Inc, a new Las Vegas company, offers the largest inventory of mobile advertising media in America, and a simple plan to make advertising more effective and affordable.

Mobile Ad Marketing (MAM) believes that, as far as advertising goes, bigger is better. And, in the ad space business, a semi-trailer is about as big as it gets.

“With over 300,000 trucks, buses and ad trailers in 300 markets and 48 states, we can reach and saturate any size U.S. market,” says Daniel Sage, President of MAM “We have fleets of trucks and trailers that travel hundreds of miles a day or around a city block. Our fleet partners include some of the biggest names in the transportation industry: Roadway, Swift, Yellow, Supervalu, Trailways and Greyhound.”

“Nearly 150 million Americans commute every day,” Sage explains, “and this form of outdoor media is rapidly becoming one of the best tools for advertisers to communicate their messages. Imagine reaching 50 percent of the U.S. population on any given business day and getting that advertising noticed over 90 percent of the time?”

If good advertising boils down to exposure, truck-side advertising is in a class all its' own. Studies show that the impact ratings of mobile media trucks scored higher than all other outdoor media combined.

Over the past five years, research has proven that truck-side advertising delivers between 30,000 and 70,000 impressions per day, based on whether it is a regional or national operator. In Las Vegas, some campaigns have produced over 150,000 impressions per hour. It's an “in-your-face”, recurring promotional tool that delivers a major branding effect.

The versatility and sheer impact of truck-side advertising allows advertisers to capture the attention of business decision makers and consumers during their daily routines. The Mobile Ad Marketing system works on many levels.” We will run a zip code analysis as the truck passes through a particular neighborhood, and pull up census data linked to those zip codes, such as the age of people in that area, their income, and family structure,” Sage explains.

Many of America's top brands and Fortune 500 companies are now taking advantage of this type of mobile advertising. McDonald's, Procter and Gamble, NBC, American Express, AT&T, and Toyota, to name a few, have all implemented truck-side advertising and mobile-billboard campaigns to reach their target audiences in areas where they work, play and live.

“Stationary billboards work well if you can secure a great location,” Sage points out, “but the waiting lists are long and a low-cost billboard will not be visible to most of the population. Truck-side ads routinely cover an area filled with hundreds of billboards in a single day.”

A surprising statistic shows that while outdoor media reaches over 96 percent of all U.S. consumers, most advertising media budgets only allocate it one-three percent. Wherein all advertising media is measured in terms of cost per thousand (CPM); truck-side advertising is around \$1.50 — the lowest in the industry.

In summary, whether businesses are large or small, local or national, they have one thing in common: the need to promote a product or service to consumers. Truck-side ads are an affordable and effective alternative.

“Today's marketing must engage the consumer,” offers Sage, “With the average American being exposed to over 600,000 media messages a year, any medium that pushes through the clutter is impressive and that's just what this one does.”

“A Marketing Marvel: Trucks Add Fuel to American Advertising” by Daniel Sage

Let's face it, as far as advertising goes, sometimes *bigger is better*. And in the ad space business, a semi-trailer is about as big as it gets. For the past few years the U.S. trucking industry has involved in a movement to make advertising more effective and affordable for the businesses whose products they carry. Now, after much study and testing, many are starting to realize, this marketing-in-motion tool is not only cheaper but also more powerful than most other traditional advertising media. The real marvel is that so few businesses know about it.

Fleet trucks are no longer simply delivering products - they're delivering advertising messages as well. Some of the biggest names in the transportation industry have signed on to offer ad space including Roadway, Swift, Yellow, Supervalu, Trailways and Greyhound. Some see it as the 9th form of advertising - fluid and mobile to capture the attention of a consumer constantly in motion. It's common sense advertising that's not yet very common. - the ultimate form of Guerilla Marketing. Mobile ad companies are springing up across the country and banking on the visual impact, constant motion and the sheer size of this medium to put American businesses and brands back into the ad game.

The question for advertisers is, what would it do for your business if you could reach over half of American on any given business day and get your advertising noticed over 90% of the time? Wherein out door media now reaches 96% of Americans, mobile media is rapidly becoming one of the best tools for advertisers to communicate their messages.

Right now, mobile (truckside) advertising may be the most direct way to reach the nearly 150 million people that commute every business day. With outdoor advertising space at a premium, Truckside Ads serve as readily available, highly affordable advertising space and studies show that the impact ratings of mobile media trucks scored higher than all other outdoor media – combined. (*Thibodeaux Research Inc.*)

Studies and campaigns conducted over the past 5 years show truckside advertising can deliver between 30,000 and 70,000 impressions per day, depending if it is a regional or national operator. Depending in the market, metro trucks ads are seen by 10 -14 million pares of eyes a year. An astounding 18 million Number of annual impressions can be generated by a truck in a DMA market of more than 5,000,000 people. Some mobile billboard campaigns have produced over 150,000 impressions in a single hour in Las Vegas, NV.

This form of mobile marketing can saturate any size U.S. market, where you routinely have trucks and trailers that travel hundreds of miles a day or around a city block. A mobile campaign can run as many weeks or months as you wish, exposing an audience to a graphic ad showcase with many repeat viewings for up to 10 hours a day.

Our Mobile Society

We Americans are very much a mobile society. Some 150 million of us commute every business day, travel some 300 miles on average a week and over 15,000 miles per year. (Collectively, over 3 trillion miles a year) We spend on average 15 hours a week in our cars driving on some 4 million miles of U.S. roads. For many people, possibly most, the time spent in the car when they could see advertising is several times the amount of time they have to devote to traditional in-home media. (Arbitron Study)

People are commuting greater distances, and as congestion grows worse, the traffic is moving more slowly and as Airlines become more crowded with security concerns and longer delays people are returning to their cars for cross-country travel. Many people would not even consider air travel for trips less than 500 miles. Heavy vehicle mileage and long commutes are becoming the norm. An estimated 90% of the population uses the highways regularly (PUH: People Using Highways). Highway travelers are probably the very best audience and the mobile-billboard ad is welcome entertainment, and there is little competition for this audience's attention as there is so little ad clutter.

The increase in travel is making it harder for advertisers to reach their target with conventional advertising methods. With more Americans commuting, more vehicles on the road and longer commute times/distances, reaching them effectively between 7 am and 7 pm has become a challenge for traditional media. There is clearly tremendous growth potential for out-of-home, in-car advertising, as this is where the audience has gone. The findings of a recent Arbitron Outdoor Media Study seem to suggest truckside advertising is the perfect answer to reaching today's consumer:

According to the recent Arbitron Outdoor Media Study “media that targets vehicle drivers/passengers reach 96% of Americans weekly and outdoor media that targets pedestrian traffic reach 79 percent weekly.” Another important finding of the study is that over one-third of Americans shop near work. Among those who work full-time, 62 percent say they shop closer to home and 35 percent indicate they shop equally near home/work or shop most at work. "This indicates that advertisers cannot just target consumers who live near their retail locations; they must also consider the sizable group of consumers who shop near work when constructing their media plans," says Jacqueline Noel, director, sales and marketing, Arbitron Outdoor. "By examining the results of the study, marketers can identify out-of-home media that have the ability reach the working crowd, as well as gain important insight into outdoor advertising's role in the overall media mix."

More significant findings: Late night TV news is not seen by 56% of all consumers. 54% of all consumers do not watch morning TV. 25% do not watch evening news. In fact, today, 29% of consumers do not read a newspaper. (Source: OAAA 4/2001) Now we're talking about Arbitron (radio ratings) and the guys at Nielson (TV ratings). These are the companies that provide the accepted price quotients for broadcast advertising. They have seen growth in truckside (advertising) while others mediums have stagnated, and they're doing something about it.

The Big Out-of-Doors Audience

According to OAAA chief marketing officer Stephen Freitas, "Outdoor advertising is experiencing unprecedented growth in resources and revenue, and truckside advertising plays a key role in fueling this growth by providing advertisers an important new planning option." "For the past few years, TruckSide advertising has been promoted based on cost effectiveness and ability to enter markets where conventional out-of-home advertising methods are limited or unavailable, "Now there's conclusive proof of TruckSide's value as a powerful marketing tool that impacts awareness, attitudes and opinions. "Over the past few years, the outdoor advertising industry has evolved into a rejuvenated media force... that's poised to compete aggressively in the 21st century media fray."

Out-of-door media is typically available even in towns that are too small to have a radio station or a local newspaper. The system of using vending truck billboards can provide advertising opportunities right down to the neighborhood level, which may be useful if your campaign is concentrating on inner city residents. Truckside advertising has the ability to target all segments of our society. The versatility and sheer impact of truckside advertising allows advertisers to capture the attention of business decision makers and consumers during part of their daily routines.

To quote a recent TIME Magazine article entitled "Getting on Board - An Old Advertising Medium is being Reinvented" TIME says "Thanks to the Web, cell phones and applications like Bluetooth and text messaging, one of the oldest ad media is suddenly one of the industry's most fashionable. U.S. marketers spent \$6.3 billion last year on out-of-home campaigns, as billboard advertising is called--an 8% increase from the year before, making outdoor the second fastest-growing ad medium after the Internet. And at a time when consumers have become increasingly mobile and increasingly overloaded with information, the outdoor ad industry is touting the billboard, the updated version as well as the old standby, as the last powerful way to reach a mass audience efficiently"

Stationary billboards work well *if* you can secure a great location. The problem *is*, the best billboard space has a waiting list and low cost billboard space won't be visible to most of the population. Truckside Ads routinely cover an area filled with hundreds of billboards in a single day. This is really the last major untapped ad medium, there's nothing else left.

Mobile Might

Mobile marketing campaigns offers better targeting and more frequency. For instance, a zip code analysis as the truck passes through a particular zip code, where you will pull up census data linked to those zip codes, such as the age of people in that area, their income, family structure, etc...It's a street level-in-your-face presence and it's recurring. People will believe that the products being delivered are your products. Truckside Ads deliver a major branding effect and that is a wonderful benefit.

In short, one truckside ad with a great graphic can generate millions of impressions per year. Imagine the results with a photographic image larger than life getting your company noticed, day in and day out - for 1/30th the rate of a prime time TV Ad. The monthly cost of an ad trailer is around the national average cost of a static billboard. Trucks have become so much like rolling billboards that they are rated the same way in terms of impressions made, wherein all advertising media is measured in terms of cost per thousand (CPM) - truckside advertising is around \$1.50 - currently the lowest in the industry.

Does truckside and mobile billboard advertising really work? Many of Americas top Brands and Fortune 500 companies are already taking advantage of it. McDonald's, Procter and Gamble, IBM, American Express, AT&T, Bank of America, GM, Delta Air Lines, Kraft Foods, Saab, NBC, Burger King, Toyota, Cadbury Shweppes, Bic Pens, XM Radio,...have all successfully implemented truckside-advertising and mobile-billboard campaigns to reach their target audiences where they work, play and congregate.

A surprising statistic shows that again, while outdoor media reaches over 96 percent of all U.S. consumers, most advertising media budgets only allocate it one-three percent. Wherein all advertising media is measured in terms of cost per thousand (CPM); truck-side advertising is around \$1.50 - the lowest in the industry.

This is an interesting point considering the fact that it is the *one* medium that does not require the consumer to purchase anything or subscribe to something to view it. (TV, Radio, Newspaper, Magazine, Internet, Direct Mail & Yellow Pages all rely on ads to exist...)

Today's marketing *must* engage the consumer or it will not register - at all. When the average American is exposed to over 600,000 media messages a year - *any* medium that actually breaks through the advertising clutter and white noise is indeed impressive - and most of the experts are in agreement - that's just what this one does.

This Article supplied by: www.MobileAdMarketing.com (MAM offers the Largest Inventory of Mobile Advertising Media in America - Over 300,000 Ad Trucks and Trailers in 300 U.S. Markets)

Mobile Ad Marketing *Presents* "The Tale of the Whale Tour" 2006

FOR IMMEDIATE RELEASE

MOBILE AD MARKETING SETS NEW NATIONAL RECORD FOR OUTDOOR ADVERTISING IMPRESSIONS
The "Tail of the Whale" Tour Establishes a New Outdoor Advertising Record for Daily Impressions in the Los Angeles Area

Mobile Ad Marketing Inc, of Las Vegas, NV launched the "Tale of the Whale" Tour, a seven city west coast campaign to promote truck side advertising. The tour started from the Microsoft Campus in Seattle, Washington on August 28th and ended in Las Vegas on Labor Day, September 4th. The whale is the first 3 dimensional advertising message to be driven on American roads.



On Friday September 1st Mobile Ad Marketing set a national record of most impressions in a single day while driving the freeways and streets of Los Angeles. The advertising world uses the term "impression" to refer to the reach or exposure of a given advertising medium. Audit bureaus such as MISA, TAB, Arbitron and Nielson record the impressions or DEC's (Daily Effective Circulation) generated by various advertising mediums and provide statistics to the ad industry to verify the effectiveness of those mediums.

According to Daniel Sage, president of Mobile Ad Marketing "The purpose of the whale tour is to demonstrate and catalog the impact and reach of this powerful new ad tool. The Tail (Tale) of the Whale tour is a campaign to spotlight truck-side advertising to the millions of small businesses that have lost faith in most traditional advertising choices and are suffering because of it." We're attempting to put some "ART" back into Advertising and make the Invisible "VISIBLE" again. This whale graphic represents a higher quality and more powerful visual than is commonly seen by consumers on the road. Our methods and this medium add a new dimension to the Advertising landscape that is currently missing and we're calling it the 9th form of advertising because it's so fluid and mobile like the society it travels among."

Sage notes, "In every city we conducted interviews and filmed the real time effect on pedestrians and travelers. Everywhere we toured the whale got a lot of attention – isn't that what advertising is supposed to do? According to Thibodeaux Research, the Impact ratings of Mobile Media Trucks scored higher than all other outdoor combined and according to Entrepreneur Magazine - billboards reach far more people for a dollar than any other medium. That being said, our billboards travel 500 miles a day or around a city block. In fact, we may pass several hundred billboards in a single day."

Truck-side advertising really enhances and strengthens the effectiveness of the other ad mediums, TV, radio, newspapers, magazines, direct mail, etc... by reinforcement and by promoting locally where consumers spend the most. Promotion and marketing is what keeps most business alive and this medium provides another affordable choice to do just that. Great news for businesses and brands that want to get back into the ad game.

The most crucial fact is this - outdoor advertising reaches 96% of the American population. Some 150 million of us commute every business day, drive an average of 302 miles per week and nearly 16,000 miles a year. The streets are where the market is...

On the flip side, there are over 3 million commercial vehicles conducting business on Americas' roads that deliver 70% of all freight to 80% of American communities. Wherever there are commercial trucks - there is opportunity to utilize this form of marketing.

Sage adds, "We used one of the best driving teams in the trucking industry - Mike Burch and Jane Bush for this tour and that is another reason it was so successful. They really know the streets and highways – and isn't that where you find most of America?"

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The Whale is Tour is currently crossing America and can be seen in a city near you. (See "Tale of the Whale Tour" Schedule)
Mobile Ad Marketing (MAM) is the Largest Supplier of Mobile Inventory in America with 300,000 Trucks and Trailer in 300 markets and 48 states. If you would like more information about this topic, or to schedule and interview with Daniel Sage, please call him directly at (702) 455-7224 or (702) 759-9592 (cell) or email Daniel at sage@mobileadmarketing.com

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MOBILE AD MARKETING

THE FUTURE OF ADVERTISING IS HERE



MOBILE AD MARKETING (MAM) has been featured on the following Websites...



MAM FAX PROPOSAL

“We Are Breaking Through The White Noise of Advertising Clutter”
 (See Our National “Tale of the Whale” Tour Page and Video to see HOW)

***The Highest Reach - 96% of ALL Ad Mediums (Outdoor)**

***The Lowest Cost of ALL Ad Mediums (CPM)**

***150 Million Daily Commuters, Over 300 miles a week. (Arbitron)**

***Americans will travel over 16,000 miles each - over 3 Trillion miles - this year.**

***Truck-Side Advertising CAN Generate over 1 Million Impressions a month.**

Brands that have Utilized Truck Side Advertising now include McDonalds, Kraft, B of A, MGM Grand, Starbucks, AllState Insurance, Saab, Bic, NBC, White Castle, Toyota...

This “9th Form” of Advertising can Increase the Effectiveness and (ROI) of all other Ad Media...

Reach * Effectiveness * Impact

“The Impact ratings of Mobile Media Trucks scored higher than all other outdoor media combined. - *Thibodeaux Research Inc.*

- * TruckSide Advertising CAN generate from 450,000 to 1.45 Million Impressions per month.
- * TruckSide Advertising offers the highest return (ROI) on when compared with other media rates.
- * A TruckSide Ad is working for you as much as 10 hours a day and up to seven days a week.
- * The Average Metro Truckside Ad Reach is about 50,000 per day. That’s 1.2 Million per Month!
- * Mobile Ads are Noticed 91% of the time as compared to traditional advertising mediums.
- * With as few as 4 to 14 AD Trucks in most DMA’s reach up to 50% of the population every day.
- * 18 Million Impressions are generated by a truck in a DMA market of more than 5,000,000 people.
- * 96% Percent of respondents felt truck side advertising had more impact than billboard advertising.
- * 98% Percent of respondents felt truck side ads created a positive image for the sponsor.

The Average CPM Rate for a MAM Truck-Side AD is approximately \$1.50 (The Lowest in the Industry)

**We Offer the Largest Inventory of Mobile Advertising Media in the America.
 Over 300,000 AD Trucks & Trailers in 300 Markets in 48 States.**

(Our Fleets include Swift, Roadway, Yellow, CFI, Greyhound and Trailways.)

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