



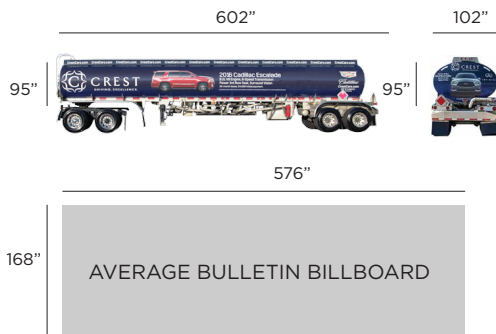
# MOBILE BILLBOARDS

Get your message out!

4.1 Million Monthly Impressions Per Truck!

- » Travel the busiest streets in the city.
- » Operate 24 hours a day, 7 days a week.
- » Work as a 3-sided eye-level billboard.
- » 15 seconds to 30 minute high visibility advertising.
- » Enter restricted areas traditional advertising cannot reach (urban and rural areas).
- » Eye catching vinyl wraps are the highest quality making your ad standout and demand attention.

## 80% CHEAPER THAN BILLBOARDS



TOTAL SQ FEET  
**860**  
COST PER SQ FEET  
**\$6.97**

TOTAL SQ FEET  
**672**  
COST PER SQ FEET  
**\$32.73**

## GPS TRACKING MAP

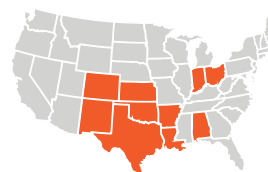
Typical one tanker 24 hour route.



## MESSAGE ROTATION



## STATES REACHED



**TEXAS:** Amarillo, Big Spring, Dallas, Edinburg, El Paso, Fort Worth, Houston, Laredo, San Antonio, Tyler. **NEW MEXICO:** Albuquerque, Gallup, Moriarty. **ALABAMA:** Birmingham, Montgomery, Tuscaloosa. **COLORADO:** Denver. **INDIANA:** Hammond, Indianapolis, Southbend. **KANSAS:** Kansas City. **ARKANSAS:** Little Rock, Memphis, Prescott. **OKLAHOMA:** Oklahoma City. **LOUISIANA:** Shreveport. **OHIO:** Toledo.  
Contact us for truck routes.



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# Mobile Billboard Analytics

High Mileage per Advertising Dollar

## COMPARE THE SPEND

Studies show that trailer advertising has a lower CPM than comparable billboards, wallsapes, and buses. They are viewed at different times and places, helping to create increased awareness, and remain visible longer than traditional billboards. And our trucks are GPS equipped to provide you with status reports that enable you to track visibility and effectiveness.

## MARKET PRICES

Prices depend on city and state. Contact us for more details.



## TRANSIT ADVERTISING MOVES CUSTOMERS

Recently, the American Trucking Association (ATA) conducted a study on the effectiveness of advertising on trucks. The ATA study showed:

**91%**

of people recalled words and pictures on fleet vehicles

**71%**

reported a favorable impression when graphics were used

**60%**

said they would base a buying decision on these impressions

## DATA POINT

**107%**

Increase in Sales as a Direct Result of a Mobile Billboard.

**80%**

Less per Square Foot than Traditional Billboards

## TESTIMONIAL

“ We’ve been really impressed with our ROI. It makes a lot of sense for us, we’ve even used them at our events. We have seen a direct lift in our sales and it’s helped make me look like a rockstar. We are ready to run our next one and get our new messaging on the road.

**Mike Brosin**  
Managing Partner of Crest Cadillac, Infiniti, Volvo



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