



SIMPLE AND AFFORDABLE PRICING

**\$245 per month flat rate.
Equivalent to just \$8 per day.**

THE ADIFY DIFFERENCE



DESIGN

You can provide your own ad design, or have Adify's graphics design team design an ad for you.



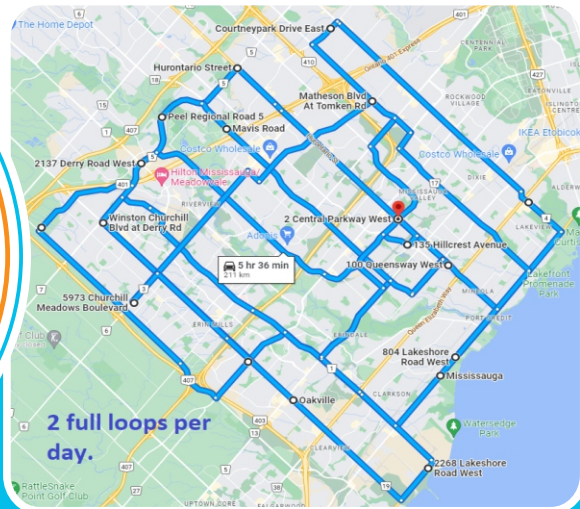
GO LIVE

Next, your ad will go live on the Adify billboard truck. Each Adify billboard truck has 3 giant digital billboard screens of 4k resolution. Your ad gets displayed on all of the 3 screens simultaneously in 30-second time blocks, for a total of 108 times per day, Monday to Friday.



COVERAGE

Adify billboard truck covers the busiest streets & intersections in Mississauga. Each ad reaches up to 82,000 impressions per day according to Mississauga region traffic data, from 8am-6pm Monday to Friday. 1 Adify moving billboard is equivalent to having multiple prime-location billboards around the city.



TRADITIONAL MARKETING

WEAKNESS

THE ADIFY ADVANTAGE

GOOGLE AND FACEBOOK ADS

Too many ads are on the internet. It has become overcrowded with ads to the point that people are sick and tired of ads on social media, search engines, and videos.

Because of the over saturation, Cost-Per-Click and CPM have become more expensive over the years, while customers are becoming less interested in online ads.

An **Adify** ad is a breath of fresh air to everyone. It is unique, eye-catching, and most importantly: memorable.

You pay a fraction of the price while getting people's attention in the most effective way possible.

TRADITIONAL BILLBOARDS

Traditional billboards cost thousands of dollars per month, not including setup fees. And a billboard is limited to 1 location only.

People have also become numb to ads on traditional billboards, benches and garbage cans, since those are everywhere, and have been around for far too long.

One **Adify** billboard truck can hit all of the prime locations and busiest intersections in the city within a day. This ensures that your coverage of the city is maximized in terms of locations and demographics.

It is also the most attention-grabbing advertising available outdoors. Your ad costs \$8 a day, which is a tiny fraction of the cost of traditional billboards. Setup costs are free.

DIRECT MAIL AND NEWSPAPERS

When most people check the mail, they cycle through for all of their bills and letters. All other flyers, junk mails, and newspapers are thrown into the recycling/garbage can without even giving those a second thought.

An **Adify** ad is an effective way to spread your brand awareness in your city. It exists like an unskippable ad, and can never be tossed to the bin like newspaper and junk mail

BUS ADS

While bus ads are also moving ads in nature, they usually cost more than a thousand dollars per month.

Buses are also in maintenance mode a lot, and stored inside bus garages when they are in maintenance. Therefore, buses are not consistent in showing your ads on the road everyday.

An ad on the bus is also far less interesting and attention grabbing than an ad on a dedicated **Adify** billboard truck.

Adify billboard truck is never in maintenance during work hours, and is on the road for 10 hours per day guaranteed. All for \$8 a day, which is a tiny fraction in cost of a bus ad.

Adify is also far more attention-grabbing and interesting than an ad on a bus. A good advertising platform must be able to attract people's attention.