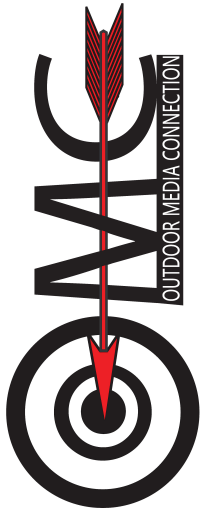


MOBILE BILLBOARDS



FEATURES AND BENEFITS:

- Mobile Billboards offer large street level advertising, creating unavoidable exposure.
- Ads are in close proximity to consumers, making them impossible to ignore.
- Continued increased traffic levels means greater exposure.
- GPS technology offers precise ad track ability throughout the day.
- Mobile Billboards offer one of the lowest cost per thousand impressions when compared to other media.
- Mobile Billboards can be positioned in heavy pedestrian and/or vehicular traffic areas for maximum exposure.
- Excellent for targeting special events and promoting sales.
- Reaches areas where other outdoor advertising may be zoned out.

LOCATIONS: •

- Location may be determined by advertisers' specific needs.
- Locations can be targeted using geographic and/or demographic criteria.
Can be utilized to target a specific event.

• PRODUCTION:

- Typically produced using digitally printed vinyl.

PROGRAM LENGTH:

- Mobile Billboards are purchased by the hour, day, week or month.