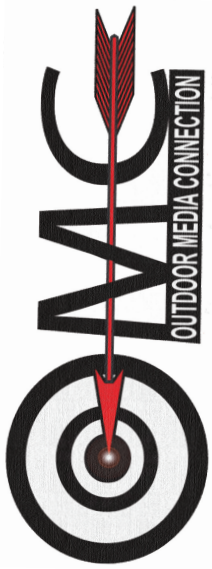


TRUCK SIDE ADVERTISING



FEATURES AND BENEFITS:

- Truck Side Advertising offers 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.
- Truck Side offers one of the lowest cost per thousand impressions when compared to other media.
- Local delivery & courier trucks are used to target cities, towns and business districts.
- Long haul or over the road trucks deliver campaigns more regionally and nationally.
- In many cases Truck Side Advertising reaches areas where other outdoor advertising may not be permitted.

LOCATIONS:

- Roadway campaigns are determined by truck delivery routes.
- Local, regional and national campaigns available.

PRODUCTION:

- Typically produced using digitally printed vinyl.

PROGRAM LENGTH:

- Truck Side Advertising is purchased in four week periods to long term programs.