

# The Numbers "Add up" on Mobile Billboards Advertising.

**98% of In-car audiences indicated they noticed truck-side ads.**

*-American Trucking Association*

**97% is the recall rate on mobile advertising.**

*-Outdoor Advertising Magazine TACA's market research July/August*

**96% of respondents say mobile advertising is more effective than traditional outdoor advertising.**

*-Outdoor Advertising Magazine TACA 's market research July/August*

Mobile advertising generates 2.5 times more attention than a static billboard.

## Perception Research

**Individual vehicle advertising generates between 30,000 to 70,000 daily vehicle impressions.**

*-Outdoor Advertising Association of America, Inc.*

**91 % of target audiences notices both graphics and text.**

*-American Trucking Association and 3M*

## Advertising and Driving Research

Americans report spending an average of 15 hours per week in a car, either as a driver or passenger, and perceive traffic is getting worse. Commute times, from the recent census, have increased 14%

*- Arbitron National In-Car Study*

Young men 18-34 elusive to TV advertising, have a huge exposure to outdoor media. With TV viewing levels dropping among young men, outdoor advertising can supplement the media plan. The average consumer spends 15 hours per week in the car while men 18 - 34 spend an astonishing 20 hours per week in their car, a 33% increase. Men, 18-34 clock 39% more miles each week (425 miles) versus the national average (306 miles.)

*Arbitron National In-Car Study,*

In-car audiences are a vital advertising consideration in all sized US media markets. Contrary to the perception that only people in large cities spend significant amount of time in-car, consumers in small and medium-sized markets also show long commute times and time spent in vehicles.

*Arbitron National In-Car Study,*

A significant amount of shopping occurs on the way home from work. Consumers report these purchases are contemplated during the day and on the way home. As such, outdoor advertising are vital to impact shopping and purchasing on the way home from work.

*Arbitron National In-Car Study,*

The more miles Americans travel in-car each week, the less time they spend with television. Mega-Milers - those who travel (as a driver or passenger) more than 260 miles per week in-car - are upscale, educated and far more likely to be employed full-time than the average American.

*Arbitron National In-Car Study,*

Outdoor advertising deliver immediate results for advertisers. 29% say outdoor advertising caused them to visit a retail store within a week. The more time spent in the car, the more likely that outdoor advertising motivates consumers to visit a retail store.

# The Best Mobile Advertising Prices in Akron!

Green Image Marketing offers mobile advertising on a monthly, quarterly, semi-annual and annual basis calculated by daily and weekly rates and other ad campaign development factors. The longer the term the greater the savings.

Contact us at 1 800 571 6831 to consult with us about your campaign or get an estimate. In today's economy we understand that it is critical for you as a business to make the most of your advertising dollars. We pride ourselves on the fact that **we have never lost a client on price**. We are committed to getting you the most out of your advertising investment and will absolutely beat any price offered to you by any other mobile billboards advertising company in Akron.

In addition to normal daily and weekly advertising rates, some costs to consider in the development of your campaign include:

## Mobile Billboard Printing Cost

Printing and Artwork Cost is a one time charge.

When your ad campaign is over we can store the poster for your next ad campaign.

## Mobile Billboard Sizes

Our mobile advertising trucks are able to hold two 3' by 6' full color billboards.

Our Bicycle Billboards carry two 4' by 4' full color billboards.

## Mobile Billboards Design Cost

All layout, design, and digital prep work required is billed at an hourly rate. We highly recommend using our professional ad designers to fashion the most effective ads. Remember also this is a one time cost

### About Mobile Billboard Ad Design

Be sure to contact us as far in advance of any anticipated advertising campaign as possible to leave enough time to design and print your billboard. Typically, printing time is 4 to 7 days. Design time can vary and largely depends on your requirements. To be safe it's best to leave yourself at least a week for design work. So plan on a total lead time of 7 to 9 days at a minimum.

When it comes to the design of your ad please keep in mind that outdoor advertising is different from print ads. Don't attempt to take a print ad and spread it into a billboard. Typically, your audience will have around 10 seconds to view your billboard ad. This means your message must be focused and streamlined. Keep in mind that billboard advertising is larger than life and should be used in this manner with large graphics, large letters, and creativity that presents your message very succinctly. In other words, we recommend the "KISS" approach, Keep it Simple & Short

Finally, for the best quality presentation we insist you use high resolution graphics and our recommended graphic artists. Nothing is worse than an unprofessional ad produced with low quality graphics.

**Contact Green Image Marketing to get your business noticed fast.**

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# Mobile Billboards vs. Traditional Billboards

When they are new, billboards do an effective job of creating awareness, Being in a great location can help as well. However, most billboards are not in a great locations, thereby limiting the effectiveness of your message. Other problems include:

- **Cost** - For the price of one billboard advertising month, We can use Mobile Billboards to deliver your message for as much as 6 months.
- **Blocked visibility** - Either by other billboards or large trucks, etc.
- **Traffic**-heavy traveled routes mean that the driver concentrates on the road, thus not seeing the message.
- **Multiple billboards / Heavy Competition** - Boards that compete for positioning in the over-saturated market and are lost in the jumble of other boards
- **Damaged Boards** - Repairs may not take place for some time and the message is lost in this time.
- **A typical billboard is located at least 1,000 feet** away from the motorist and appears to be 4 inches high from the driver. Literally seconds later, the driver speeds past the message and the driver's attention is focused elsewhere. Our Mobile Billboards message visibly dominates the driver's field of view, often for miles.
- Research shows that **mobile advertising is over twice as effective** as stationary outdoor advertising.

*It usually requires several roadside billboard placements placed at strategic locations around town to equal the effect of one Green Image Marketing Mobile Billboard.*

## Our Mobile Billboards vs News Papers

Newspapers do provide a way to deliver a lot of detailed information about a service or product. However, there are many downsides to buying advertising space in a newspaper:

- **Cost** - For the price of a single quarter page ad that appears for a few seconds, and more often then not will be overlooked. Our Mobile Billboards can deliver your message for a full month.
- **Frequency** - Newspaper ads in most cases only appear once. Green Image Marketing can deliver your message all day, all week or all month long.
- **Readership** - Many people do not subscribe to a newspaper, and many do not read from cover to cover or just skip the ads.
- **Ad Design** - Many newspaper ads are badly designed, giving the reader no compelling reason to stop and read them.
- Many other things can happen to an expensive newspaper ad, including ending up at the bottom of a birdcage, used to wrap fish and chips, and most commonly ending up in a trash can.
- **Mobile Billboards travels repeatedly the same route from early rush hour all day, all week long.** This means your message is delivered many times each day to tourists and local viewers who live work and play in that area. This also means your ad is seen over and over again, unlike newspaper ads which will probably be seen by the same person only once.

## Our Mobile Billboards vs Radio

In a given area where your ad is going to be heard it may fail for numerous reasons including:

- Cost - For the price of a 30 second ad spot, Mobile Billboards can deliver your message for a whole 4 months.
- Pedestrians on the street in the area do not hear your advertising because they are not listening to the radio.
- Office workers may not be listening to the station you have paid for advertising on.
- Motorist changes stations frequently or are listening to a CD or satellite radio and will miss the allotted slots for your advertisement.
- In the given area, all areas are covered with GIM Mobile Billboards. The pedestrians see your ad as it passes, office workers see the ad from their windows as it passes them by multiple times a day, motorists see the ad as it passes near them. The coverage from Our Mobile Billboards is more, by far, than a radio advertisement can cover in a given area.

### **Our Mobile Billboards vs TV**

Television advertising has captivated viewers for years especially during the prime time hours. However there is more to it that meets the eye.

- The cost of a 30 second commercial which may or may not be seen costs the same as an entire 2 years of Our Mobile Billboards advertising. Your ad with Our Mobile Billboards is displayed 288,000 times MORE! over a 2 year time frame compared to 30 seconds of TV advertising.
  - Not much people watch regular TV anymore, we all know this, people now mostly watch satellite or cable TV, also, in numerous instances, TV advertisements can be missed as the viewer simply isn't watching, and there is no guarantee that the viewer is tuned into the desired channel to see your advertisement. Lets not forget now you can skip commercials all together, This alone can cause dramatic effects on your advertising.
  - The people have the power to see your advertisement, and can simply mute the audio message, skip through it, or simply switch channels or turn off altogether and your message is then lost.
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## **High-Impact Mobile Billboard Advertising**

Each side of the **Mobile Billboards trucks** are a 3x6 billboards that Reach out and grab the consumers attention. Our advertising is eye-catching from its initial impression and keeps your eyes captive. The billboards are illuminated, making them highly effective for night time advertising and highly visible from considerable distances. Our mobile billboard trailers travel on predetermined high traffic, high visibility routes throughout the tri county area to promote maximum brand awareness. For special promotions we can customize the routes or the location according to your requirements. This includes Cleveland and all of the high profile spots like the flats, The Q, Progressive Field and the Horse Shoe Cassinno Route 77 and more! Go Green & Get Seen!

### **Unavoidable and Unforgettable Ads**

**Our unique way of advertising simply can't be ignored.** It can't be turned off like a radio or crumpled and thrown away like a flyer, brochure, newspaper or hand-out. Day or Night We Get You Noticed!

Our illuminated billboards are sure to draw attention. Smart advertisers have taken advantage of our billboards by purchasing several months of space/service to reinforce their message and save on costs.

**Ideal Advertising For:**

- Akron, Cleveland, Canton, Hotels and Casinos
- Recruitment Campaigns
- Product Launches
- Trade Shows
- Clubs
- Event Promotions
- Retail Grand Opening
- Ethnic Marketing
- Brand Awareness

**Advantages of Mobile Billboards Advertising**

- Our Mobile Billboards, our trucks can go where traditional billboards can't.
- Mobile billboards enable us to take your message directly to your target audience of predefined demographics at designated times.
- Provides a street level presence that is difficult to ignore.
- Traditional billboards are very cost prohibitive, where our mobile billboard are fraction of the cost.
- Brings outdoor advertising within everyone's reach.
- Mobile billboards always catch the consumer's eye without becoming stale and ineffective after a period of time like the traditional billboards.

Compare us to Traditional Advertising and see the BIG difference!