

ADVERTERE

Introduction:

Meet Advertere, the company rewriting the rules of out-of-home advertising by transforming the open road into a high-impact media channel. Our exclusive fleet partnership unlocks the industry's single largest-scale asset, the 53ft.

Semi-trailer, creating an expansive national network with access to over 1,000 units.

To ensure every campaign is executed flawlessly, we collaborate with our exclusive graphics partner, an industry leader with 40 years of specialized experience producing supergraphics for national retail fleets. By integrating Geopath-certified devices that capture precise impression data and enable digital retargeting, Advertere is the first platform to combine unskippable physical scale with digital intelligence for national brand campaigns.

Exposure:

Proven Reach: 30,000–70,000 Impressions Daily

Our mobile OOH network delivers massive, consistent visibility. Every unit in our fleet acts as a high-visibility asset generating between **30,000 and 70,000 impressions every single day**.

These figures are rooted in rigorous industry standards, verified by the **OAAA (Out of Home Advertising Association of America)** and the **ATA (American Trucking Associations)**, providing you with the confidence that your campaign is hitting the massive scale required for a successful national launch.



ADVERTERE

Measurement & Integration:

By integrating **Mobilytics** mobile device technology, we transform every trailer in our fleet into a data-gathering powerhouse.

Industry-Leading Trust

Our measurement stack isn't just internal software; it is **Geopath-certified**, ensuring your campaign data meets the highest industry standards for accuracy, transparency, and accountability. This is the same rigorous hardware and software architecture trusted by the world's most sophisticated advertisers and agencies, including:

- **Amazon**
- **Walmart**
- **Dentsu**
- *...and other industry-leading global brands.*

Mobilytics provides the granular visibility you need to prove ROI on every dollar spent. Our tech capabilities include:

- **Real-Time Impression Measurement:** Forget monthly snapshots. We provide real-time data capture on campaign delivery, ensuring you have an accurate pulse on your audience reach at all times.
- **Digital Retargeting & Integration:** This is the game-changer. Our tracking capabilities allow you to capture mobile device IDs, enabling you to **retarget your OOH audience on their digital devices**. By syncing your physical campaign with your digital ad stack, you can serve follow-up ads to the people who saw your trailer on the road, creating a true omnichannel experience.
- **Path-to-Purchase Attribution:** Leverage the data to map how your OOH exposure impacts customer behavior, from highway impressions to final conversions.

mobilytics

MOBILE DEVICE
RETARGETING

ADVERTERE

Coverage

National Reach, Unwavering Quality

At Advertere, we provide the scale of a national media giant with the accountability of a family-operated partner.

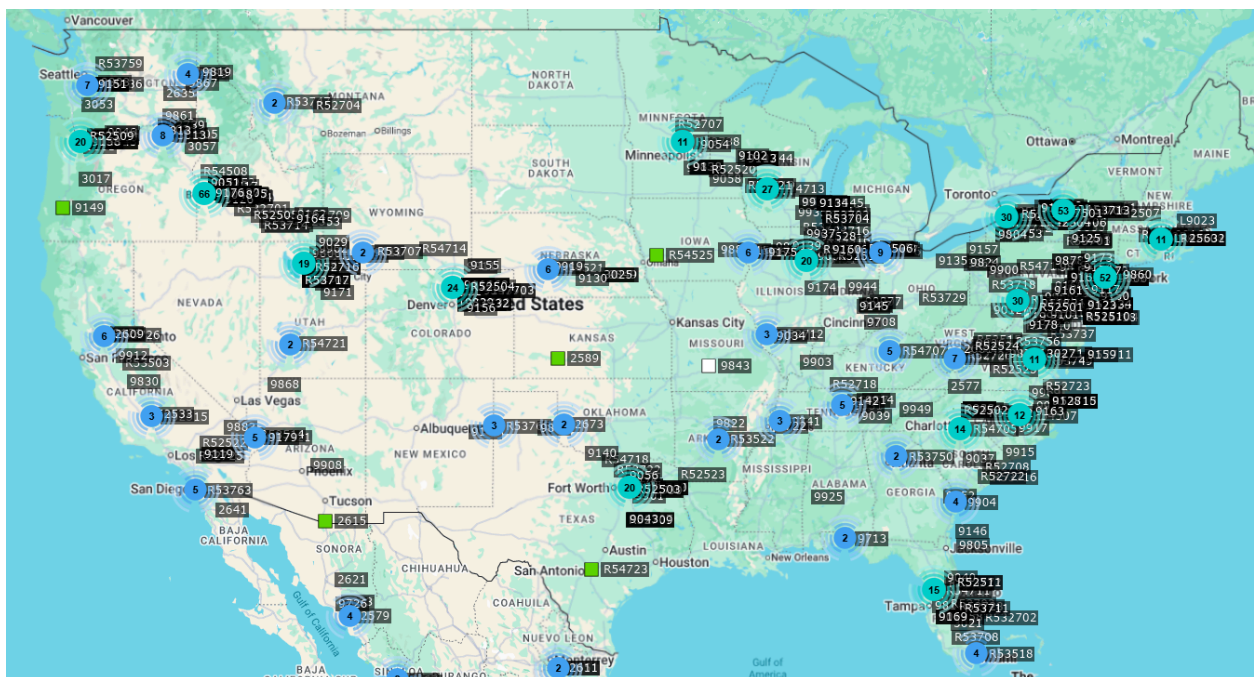
Coast-to-Coast Coverage

We offer a truly national footprint with 1,000+ dedicated assets in our inventory. Whether you are executing a hyper-local blitz in a specific region or a massive, coast-to-coast brand takeover, our network provides the ubiquity and frequency required to capture audience attention on every major highway and arterial route in the country.

Pristine Visibility: Our Standard

A great creative design is worthless if it's covered in road grime. We eliminate the "dirty billboard" risk through our industry-leading Maintenance & Wash Program.

*Mandatory Wash Cycles: Every asset in our network is scheduled for regular cleaning, ensuring brand creative remains sharp, vibrant, and highly legible.



(Actual Map View of Advertere Inventory)

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Execution:

Exclusive Graphics Partner

40 Years of Supergraphic Expertise

We understand that mobile media is the most rigorous environment for creative assets. That is why our exclusive production partner brings **four decades of specialized experience** in high-impact transit supergraphics. With a deep history of servicing premier national retailers, including household names, our partner has mastered the art of creating durable, vibrant, and high-fidelity visuals that command attention.

Full-Scale In-House Facility

A dedicated, climate-controlled printing and installation facility purpose-built for 53-foot semi-trailer applications.

Creative Consulting

Expert design support to ensure your assets are optimized for mobile visibility.



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Pricing:

According to OAAA-verified data, our semi-trailer network generates between 30,000 and 70,000 daily impressions per unit. We believe in providing guaranteed value, which is why we offer a **30,000 daily impression floor**. Every impression above that is a performance bonus for your brand. By utilizing onboard proximity tracking, we provide the verified audience data needed to fuel your digital retargeting and integrate your physical OOH campaign with your broader digital strategy.

Zero-Waste Billing

Advertere uses a Performance-Based Billing model. If a truck is down for maintenance or a driver is on home-time, those days are credited towards the end of your campaign. Your budget only goes toward active road-time.

Campaign Duration	CPM Rate	Daily Media Rate	Monthly Estimate*	Strategic Positioning
3 Months	\$5.50	\$165.00	\$3,630.00	The Sprint: Ideal for seasonal blitzes or product launches.
6 Months	\$4.50	\$135.00	\$2,970.00	The Builder: Consistent presence with a 10% rate reduction.
9 Months	\$4.00	\$120.00	\$2,640.00	The Dominator: Deep market penetration with a 20% rate reduction.
12 Months	\$3.50	\$105.00	\$2,310.00	The Legacy: Our premier "Wholesale" rate for long-term partners.

**Monthly estimate based on an average of 22 active road days. Actual billing is based on verified ELD motion logs.*

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Volume Discounts:

Our pricing structure is built to reward national scale. Because we manage a fleet of over 1,000 dedicated semi-trailers, we are uniquely positioned to offer volume-based pricing that significantly lowers your cost-per-impression as your campaign grows. We view large-scale deployments as true partnerships; our goal is to help you achieve full market saturation while maintaining the most competitive CPM in the OOH space.

Fleet Size	Incentive	CPM Rate	Daily Rate (Per Unit)
1-4 Trailers	Base Rate	\$3.50	\$105.00
5-9 Trailers	5% Savings	\$3.33	\$99.90
10+ Trailers	10% Savings	\$3.15	\$94.50

(Volume discounts are applied across ALL campaign durations)

Ready to Dominate the Road? We don't just rent advertising space; we build long-term media partnerships that scale with your brand's growth. Whether you are looking for a hyper-local market takeover or a massive, coast-to-coast brand awareness campaign, Advertere is ready to help you own the "Last Mile."

Let's build your campaign:

- Get a demo of our Mobilytics attribution dashboard.
- Discuss volume incentives for your upcoming quarterly goals.

Contact us today: Hunter@advertere.us | (315) 945-3940 | <https://advertere.us/>