

# ADVERTERE

## ADVERTERE: ADVERTISING, ALWAYS EN ROUTE.

Transforming 53-foot semi-trailers into the most impactful, cost-efficient, and trackable mobile Out-of-Home (OOH) media network in the nation.

### \$3.00

ANNUALIZED COST PER  
THOUSAND IMPRESSIONS  
(CPM)

Our 12-Month campaign delivers an unbeatable CPM, making it dramatically more efficient than traditional billboards (\$5 - \$15 CPM).

### 12 Million+

VERIFIED ANNUAL  
IMPRESSIONS PER TRAILER

Leveraging high-traffic routes and telematics, we guarantee continuous, high-volume exposure that drives brand awareness nationwide.

### 1,000+

TRAILERS AVAILABLE VIA  
STRATEGIC FLEET  
PARTNERS

Whether your campaign requires a single trailer or a fleet of fifty, we can tailor a solution to fit your goals with our continuously growing network.

## MOBILE OOH: THE ADVANTAGE



### Unmissable Scale

The 53-foot trailer is the largest moving ad asset on the road. It dominates the viewer's attention in high-density traffic.



### Targeted Mobility

Unlike fixed billboards, our trailers can target specific regions, cities, and demographics based on your campaign strategy.



### Verified Impressions

Impressions are calculated using GPS telematics, USDOT traffic counts, and mobile mobility data for true audience measurement.



## OUR STRATEGIC PARTNERS

### Certified Graphics Partner: The Quality Guarantee

Backed by nearly **four decades** of specialized expertise\*\* applying high-durability graphics to commercial semi-trailers for major retailers, our strategic partnership ensures unmatched quality. This expertise guarantees that every wrap is installed flawlessly and built to last, providing both our advertisers and trucking partners with complete confidence in the visual integrity and longevity of their moving assets.

### National Fleet Partner: Network Reach

Our fleet partners provide access to a massive and highly visible fleet of trucks operating across key national routes. This partnership is fundamental to Advertere's ability to offer broad, consistent, and verified national mobile OOH coverage.

## WHY IT WORKS: THE POWER OF REAL-WORLD MEDIA



### National Brand Momentum

Mobile OOH builds lasting national recognition by reaching consumers daily on major highways and urban routes. Its continuous physical presence drives **Top-of-Mind (TOM) awareness**\*\* that digital saturation can't match.



### Non-Skippable Impact

Unlike cluttered screens, OOH offers a non-skippable, high-impact viewing experience. This real-world advertisement is a proven, effective medium for generating direct action and mass market reach without needing a click.



### Trusted in the Age of AI

In an era of ad blockers, intrusive online tracking, and increasingly untrustworthy AI-generated content, physical OOH provides a credible, non-disruptive touchpoint, cutting through the digital noise and fostering trust.

## CAMPAIGN OPTIONS & ROI

### Your Campaign, Your Value (CPM)

12-Month Campaign	<b>\$3.00 CPM</b>
9-Month Campaign	<b>\$3.50 CPM</b>
6-Month Campaign	<b>\$4.00 CPM</b>
3-Month Campaign	<b>\$6.00 CPM</b>

### Let's Hit the Road.

Ready to secure the nation's most cost-effective mobile OOH media? Contact us today to schedule your route analysis and network integration plan.

**START YOUR CAMPAIGN**

Advertere | Advertising, Always En Route.

Call: **(315) 945-3940** | Email: **hunter@advertere.us**