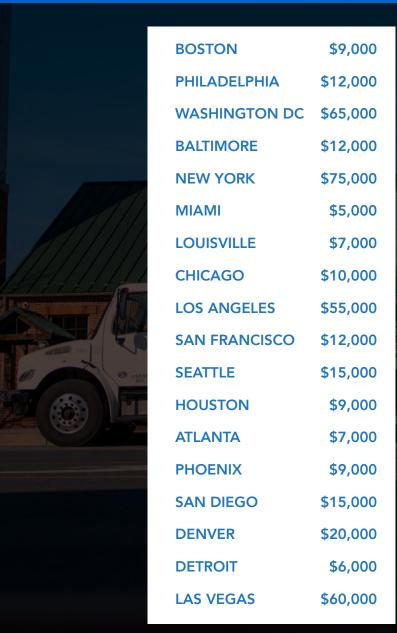




## IN MAJOR U.S. CITIES, YOU CAN EXPECT THESE MONTHLY RATES FOR A BILLBOARD





## WHY PAY THOUSANDS OF DOLLARS

For a billboard that stays in one place and is seen by the same people day after day?





## WHY TRUCK ADS WORK



Truck advertising is 2.5X more effective than fixed billboard advertising.



Truck advertising boosted name recognition 15X more than any other form of advertising.



85% of consumers think OOH advertising is helpful.



When paired with OOH, digital searches see a 40% boost in effectiveness.



96% of audiences agree that truck graphics have more impact than billboards and 29% of that same audience would make a purchase based on the truck ad they saw.







Ads on trucks were noticed by 98% of people in cars.



Truckside advertising results in a 97% message recall, compared to a 19% retention for stationary signs.



OOH is 85% more effective at driving online activity v.s. television.



OOH ranks second behind digital, in the fastest-growing forms of advertising worldwide.



OOH advertising generates \$5.97 in product sales for every \$1 spent.



Companies spent \$7.7 billion on outdoor ads in the U.S. in 2017, and that number is expected to rise to over \$11.5 billion by 2022.





\$2.05

for mobile billboards



\$4.17

for stationery billboards



\$7.75

for drive time radio



**\$19.70** for newspaper



\$21.46 for magazine



**\$23.70** for television

## HOW FAR DOES IT REACH?

- > 93% of people have driven or ridden in a car during the past month
- The average American spends 70% of their waking hours away from home, including 18 hours per week on the road; and covers an average of 135 miles in that time.
- The average truck side ad creates 10 million impressions a year or 30,000-70,000 per day.
- On average, truck side advertising generates 101 impressions per mile.
- The U.S. government oversees 300,000 miles of interstates and federal roads.
- ▶ 15.5 million trucks operate in the U.S.
- Currently only 2,732 take advantage of truck side advertising.
- In 2006 the transportation industry logged 432.9 billion miles.

