

THE POWER OF TRUCK ADVERTISING

WE'RE CHANGING THE FACE OF OUTDOOR
ADVERTISING, ONE TRUCK AT A TIME.



TRANSPROMOTION

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

BOSTON	\$9,000
PHILADELPHIA	\$12,000
WASHINGTON DC	\$65,000
BALTIMORE	\$12,000
NEW YORK	\$75,000
MIAMI	\$5,000
LOUISVILLE	\$7,000
CHICAGO	\$10,000
LOS ANGELES	\$55,000
SAN FRANCISCO	\$12,000
SEATTLE	\$15,000
HOUSTON	\$9,000
ATLANTA	\$7,000
PHOENIX	\$9,000
SAN DIEGO	\$15,000
DENVER	\$20,000
DETROIT	\$6,000
LAS VEGAS	\$60,000



WHY PAY THOUSANDS OF DOLLARS

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



Maximize your money with an outdoor message that is in front of a large diverse audience for a fraction of the cost.

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.

AVERAGE COST PER 1000 IMPRESSIONS

(CPM)



\$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.



TIME TO HIT THE ROAD RUNNING.

info@transpromotion.us | 301-453-2700 | transpromotion.us

REFERENCES: Statistics compiled from Outdoor Advertising Association of America, Statista, Nielsen, Arbitron, Outdoor Media Association, Geopath, Simmons, PwC, Magna Global, Zenith Optimedia, American Trucking Association, Perception Research, RYP & Becker Group, Capitol Communications Group, Product Acceptance and Research, Inc., European Outdoor Advertising Association.



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