

# 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

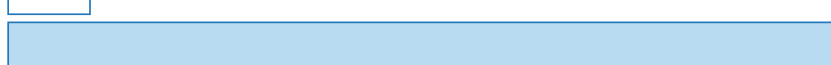
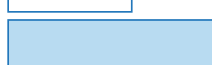
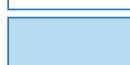
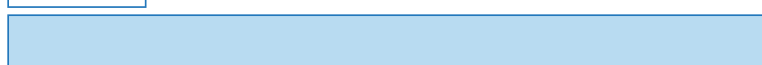
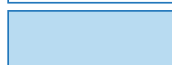
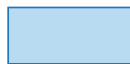
PHOENIX \$9,000

SAN DIEGO \$15,000

DENVER \$20,000

DETROIT \$6,000

LAS VEGAS \$60,000



# WHY PAY THOUSANDS OF DOLLARS

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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.

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

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85% of consumers think OOH advertising is helpful.

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

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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.

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

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

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

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

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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

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- ▶ 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.

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- ▶ The average truck side ad creates 10 million impressions a year or 30,000-70,000 per day.

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- ▶ On average, truck side advertising generates 101 impressions per mile.

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- ▶ The U.S. government oversees 300,000 miles of interstates and federal roads.

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- ▶ 15.5 million trucks operate in the U.S.

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- ▶ Currently only 2,732 take advantage of truck side advertising.

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- ▶ In 2006 the transportation industry logged 432.9 billion miles.

# TIME TO HIT THE ROAD RUNNING.

[info@transpromotion.us](mailto:info@transpromotion.us)

301-453-2700

[transpromotion.us](http://transpromotion.us)



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