

Products

Mobile Billboards

Mobile Billboards reach target audiences by traveling where a client directs and by accessing areas where traditional billboards are prohibited or are unavailable.

Mobile Billboards provide businesses of all sizes an innovative marketing tool at an affordable rate and increase your sales, name recognition, and product awareness.

Our trucks are built to make a lasting impression. Our thin, double-sided display system holds a standard 30-sheet (22' x 10') billboard message printed at 375 DPI and can also be lit for high nighttime visibility



- Create rapid local awareness of **new business locations**
- Increase traffic to your booth **at trade shows**
- Increase sales and awareness for **new product rollouts**
- Create excitement with a mobile billboard truck prior to and at **events** to create local market awareness

Market Coverage

Top Markets For Mobile Billboard Advertising Metropolitan Statistical Areas

Rank	MSA	Population Age 18+	Commute Time (minutes)	Population Density (pers-sq. mile)
1	New York	5,688,000	138	4,900
2	Los Angeles	5,114,161	100	5,465
3	Chicago	5,105,067	121	2,956
4	Philadelphia	3,678,000	106	3,367
5	San Francisco Oakland San Jose	3,890,000	101	3,339
6	Boston	3,010,000	94	2,552
7	Washington DC	3,119,000	112	3,445
8	Dallas Fort Worth	3,142,000	94	2,174
9	Detroit	3,768,000	85	2,954
10	Atlanta	2,470,000	99	1,597
11	Houston	3,059,000	101	1,559
12	Seattle Tacoma	1,950,000	98	2,346
13	Cleveland	2,181,000	86	2,086
14	Minneapolis St. Paul	2,250,000	83	1,948
15	Tampa St. Petersburg Sarasota	1,652,000	82	1,590
16	Ft. Lauderdale Miami	2,765,000	94	3,791
17	Phoenix	2,340,000	65	2,355
18	Denver	1,770,000	86	2,539

Rank	MSA	Population Age 18+	Commute Time (minutes)	Population Density (pers-sq. mile)
19	Pittsburgh	1,930,000	86	1,590
20	Sacramento Modesto	1,230,000	83	3,533
21	St. Louis	2,020,000	88	2,375
22	Orlando Daytona Melbourne	1,055,000	87	1,612
23	Baltimore	2,145,000	99	2,959
24	Portland	1,275,000	83	3,143
25	Indianapolis	1,000,000	88	2,168
26	San Diego	2,565,000	84	3,660
27	Cincinnati	1,265,000	85	1,945
28	Milwaukee	1,250,000	76	2,428
29	Hartford	635,000	88	1,695
30	Charlotte	570,000	82	2,087
31	Salt Lake City	1,231,000	87	2,516
32	Las Vegas	1,246,000	72	4,752
33	Raleigh/ Durham	860,000		
34	Kansas City	1,560,000		
35	Nashville	1,580,000		
36	Columbus	628,000		
37	San Antonio	1,215,000		
38	Grand Rapids	750,000		
39	Memphis	798,000		
40	Louisville	1,000,000		

Sources Used for Data Compilation

- 1 Traffic Audit Bureau (TAB) Audited Reports and Verification of Information for Fleet Side Advertising
- 2 1990 US Census
- 3 1999 TTI Urban Mobility Study
- 4 1998 Federal Highway Administration Statistical Reports
- 5 1998 Urban Roadway Congestion Annual Report
- 6 American Trucking Association Gold Standard of Fleet Side Advertising
- 7 Allotments for GRP Showing Size Reflect 28 Day GRP's in 20 Days
- 8 Mobile Ad Group uses Vista™ (Vehicle Impression Statistical Type and Allotments) for its market information.
Vista™ is a statistical model for determining the number of people who are impacted by your TruckSide campaign.

2002 Media Kit