



Fleet Owners Guide to Truckside Advertising

***Learn how to turn your fleet into rolling
billboards that generate revenue.***

“The Bucks are on the Trucks!”

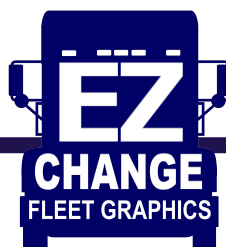
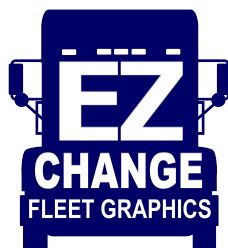


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This ebook is designed to equip you with a basic understanding of concepts and practices related to Truckside Advertising.

Box Trucks and Trailers provide large, highly visible surfaces which can be turned into eye-popping billboards. In fact, trucks are probably the most overlooked high-impact form of advertising anywhere. Read on and you'll see that there are FORTUNES hiding -- in plain sight.

Advertising on Trucks is effective and valuable for 2 primary reasons:

1. Their sheer size makes them Highly Visible MASSIVE MEDIA
2. The number of eyeballs that surround them make trucks a genuine form of MASS COMMUNICATION

MASSIVE MEDIA + MASS COMMUNICATION = A POWERFUL MARKETING MEDIUM



WHO CAN BENEFIT?



- **Owners & Operators of Trucks and Trailers**
 - By selling the Advertising space to businesses who can benefit.
 - By offering the Advertising Space as an incentive or “Competitive Edge” in order to acquire more transportation clients.
 - By utilizing the Ad Space to sell a product or
- **Advertisers** (See “Truckside Stats” on pages 6-8)
- **Fleet Owners** (or “Leasers”)
 - By Advertising company’s consumer products & services to the public.

Examples:



- ***Signage Professionals***
 - By selling product, artwork, digital printing, installation and maintenance services.
- ***Advertising Agencies***
 - By offering the high-value ad space to clients, (paying the truck owners) and earning commission

WHO CAN
BENEFIT?
(Continued...)

- ***Entrepreneurs***
 - By seeing the big picture and bringing all the parties together, acting as broker/liaison to create a unique and effective business model

DISPLAY METHODS:

Format

- Full Size: One advertiser per side
- Partial Size: Multiple advertisers per side

Display Systems

- Decals (Pressure-Sensitive Stickers)
- Media Framing/Attachment Systems



Decals



Media Frame

Overall, Truckside represents an excellent and very lucrative opportunity for those who decide to get involved. There are several pieces to the Truckside puzzle which we will teach you in the following pages.

Once you have a basic understanding, you'll be better able to evaluate and determine just whether or not this exciting opportunity makes sense for YOU.

Why Truckside Advertising?

PHENOMENAL STATS!

In an Independent Study Conducted by the ATA (American Trucking Association):

- 96%** of targeted audience noticed the truckside advertising
- 98%** said Truckside Advertising had “more impact than billboards.”
- 91%** said they noticed words and pictures
- 35%** said they looked closely at them
- 29%** said they would purchase a product they saw on Truckside Advertising
- 98% Recall Rate** - Virtually unheard of with other media!

“It’s not who you know -- It’s who knows YOU!”



Why Truckside Advertising?

- **Drive Time Is BUY Time** - Most purchases are not made on impulse. Customers buy in their minds long before the money changes hands. *Drive Time is Buy Time!*
- **Moving Dynamic** - Everyone knows motion creates energy and attracts attention. Imagine your own 400 square foot message cruising by - not just moving - but COMMANDING the attention of thousands of people as they sit in the private theater of their own vehicle.
- **Massive Message** - a plain white truck is like a huge blank canvas that can promote and build awareness. If you have something worth saying, why not say it BIG?

"In our society, every visual space has been used to communicate important messages. From mouse pads to movie screens -- from coffee cups to supermarket receipts-- -- from bus stops to the very skies above. It's only a matter of time - truckside billboards are coming of age."



Truckside vs. Billboards



VS.



IT'S NOT your
**Grandfather's
Billboard...**

96%
of people
surveyed said
Fleet Graphics
have more
impact than
Billboards



- Costs Much Less per Month - about 50% less on average.
- Much Lower CPM (Cost Per Thousand impressions)
- Much Larger Total Message Area (Semi-Trailer = 848 Sq Ft!)
- Double-Sided - 2 Signs are Better than One!
- Larger Audience - Freeway Billboards
- Much Larger Audience - Stationary Billboards are primarily seen by the same audience, day in and day out, drastically reducing their exposure and impact after the first month. Not so with Trucks.
- Eye Level - Not "Up and Over"
- Visible from ALL Directions - not just one.
- Moving Eye Catcher - rather than stationary part of the landscape.

Why Truckside Advertising?

- **MILLIONS OF IMPRESSIONS PER MONTH**

The U.S. TAB (Traffic Audit Bureau) reported that the average box truck driven at peak times in select areas of Southern California will be seen by a monthly audience of 4 MILLION. Nationwide stats on big rigs coast-to-coast exceed 1 Million impressions per month.

- **PERFECT TIMING** Thanks to advances in digital printing, and the introduction of the Media Frame, Truckside Billboards are now feasible, flexible and affordable.

- **BE FIRST!** Of the estimated 30 million trucks in North America, fewer than 15% are marked by quality advertising. Soon, however, Truckside Billboards will be mainstream. Be a frontrunner in capitalizing on this powerful medium.



3 Great Money-Making Ideas...



Case Study #1:

Southern CA Supermarket Chain – owns small Fleet, offers (Food Co) Vendor an Opportunity to pay for the Advertising on 15 Box Trucks. Vendor Foots the Bill, each truck features Food Company AND Super Market logo. Everybody wins!

Case Study #2:

Brand Alliance Media inks deal with Mid-America Trucking Co to sell Advertising on 5000 Semi-Trailers! BAM pays for Display System, Advertisers pays Monthly on 6 & 12-Month Contracts. Transportation Co gets Healthy Percentage of Monthly Ad Revenues with NO Capital Investment. Truckside Ad Rates LOWER than Traditional Billboards, deliver more eyeballs per dollar.



Case Study #3:

PA Independent Trucking Co – Father & Son Truck Drivers own (3) 53' Semi-Trailers. Insurance Co pays initial cost of frame and vinyl for Insurance Ad, plus \$500 per month, per trailer, for advertising, AND a *sales commission on every policy that closes!*





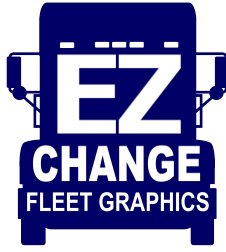
WHAT OTHER COMPANIES HAVE USED TRUCKSIDE ADVERTISING?

The list is long and impressive, but historically, the campaigns were limited to company-owned and/or corporate fleets. According to our research, Truckside Billboards have been put into action by these companies pictured here and on the next page.



Trucks are Moving Billboards.
People Passing BUY!

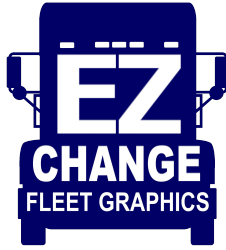




Final Thoughts...

Now that you have a basic understanding of the features and benefits of Trucks as an Advertising Medium, we hope you'll be able to take advantage of one of the best business opportunities on the market today. You can start with little or no cash, and take it as high as you want to go.

- **MIDDLE AMERICA** is one of the World's most sought after markets.
- **Truckside Billboards** are an excellent complement to other forms of mass media.
- **The Bucks are on the TRUCKS. Get Rolling today!**



**For more information about the many
benefits of Truckside Advertising,
visit:**

www.EZChangeNow.com

or

Call Us: 1-866-755-4552