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## MARKETING IN A MOBILE AGE: TRUCKS ADD FUEL TO ADVERTISING

LAS VEGAS, NV -- June 1, 2006 (SEND2PRESS NEWSWIRE) -- Mobile Ad Marketing Inc, a new Las Vegas company, offers the largest inventory of mobile advertising media in America, and a simple plan to make advertising more effective and affordable.

Mobile Ad Marketing (MAM) believes that, as far as advertising goes, bigger is better. And, in the ad space business, a semi-trailer is about as big as it gets.

"With over 300,000 trucks, buses and ad trailers in 300 markets and 48 states, we can reach and saturate any size U.S. market," says Daniel Sage, President of MAM "We have fleets of trucks and trailers that travel hundreds of miles a day or around a city block. Our fleet partners include some of the biggest names in the transportation industry: Roadway, Swift, Yellow, Supervalu, Trailways and Greyhound."

"Nearly 150 million Americans commute every day," Sage explains, "and this form of outdoor media is rapidly becoming one of the best tools for advertisers to communicate their messages. Imagine reaching 50 percent of the U.S. population on any given business day and getting that advertising noticed over 90 percent of the time?"

If good advertising boils down to exposure, truck-side advertising is in a class all its' own. Studies show that the impact ratings of mobile media trucks scored higher than all other outdoor media combined.

Over the past five years, research has proven that truck-side advertising delivers between 30,000 and 70,000 impressions per day, based on whether it is a regional or national operator. In Las Vegas, some campaigns have produced over 150,000 impressions per hour. It's an "in-your-face", recurring promotional tool that delivers a major branding effect.

The versatility and sheer impact of truck-side advertising allows advertisers to capture the attention of business decision makers and consumers during their daily routines. The Mobile Ad Marketing system works on many levels." We will run a zip code analysis as the truck passes through a particular neighborhood, and pull up census data linked to those zip codes, such as the age of people in that area, their income, and family structure," Sage explains.

Many of America's top brands and Fortune 500 companies are now taking advantage of this type of mobile advertising. McDonald's, Procter and Gamble, NBC, American Express, AT&T, and Toyota, to name a few, have all implemented truck-side advertising and mobile-billboard campaigns to reach their target audiences in areas where they work, play and live.

"Stationary billboards work well if you can secure a great location," Sage points out, "but the waiting lists are long and a low-cost billboard will not be visible to most of the population. Truck-side ads routinely cover an area filled with hundreds of billboards in a single day."

A surprising statistic shows that while outdoor media reaches over 96 percent of all U.S. consumers, most advertising media budgets only allocate it one-three percent. Wherein all advertising media is measured in terms of cost per thousand (CPM); truck-side advertising is around \$1.50 — the lowest in the industry.

In summary, whether businesses are large or small, local or national, they have one thing in common: the need to promote a product or service to consumers. Truck-side ads are an affordable and effective alternative.

"Today's marketing must engage the consumer," offers Sage, "With the average American being exposed to over 600,000 media messages a year, any medium that pushes through the clutter is impressive and that's just what this one does."

To learn more, visit: [www.MobileAdMarketing.com](http://www.MobileAdMarketing.com)

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