

ROLLING ADZ

MOBILE BILLBOARDS



- LARGE EXPOSURE ADVERTISING • INFLUENTIAL CAMPAIGN ADS
- LASTING IMPRESSIONS • MULTIPLE TARGET LOCATIONS



Why Mobile Billboards?

Rolling Adz delivers large exposure highly visible advertising messages that generate over 601 impressions per mile.

Large Exposure Advertising:

- The average mobile billboard travels 7,500-13,500 miles a month.
- Captures 4,507,500-8,113,500 impressions per month.

Multiple Target Locations:

- Americans spend more than 20 hours a week in their car.
- Time in a vehicle has risen 31% over the past 6 years.
- Average mobile billboard travels 8 to 12 hours a day.

Lasting Impression:

- 82% of mobile billboard viewers read the entire billboard.
- 76% will read a mobile billboard a 2nd time.
- Mobile billboards deliver more online activity per dollar than radio, TV or print.

Influential Ad Campaign:

- 77% of people shop on their way home from work.
- 68% of people make the decision where to shop in their car.
- Outdoor advertising is the last message a consumer sees before making a buying decision.



Our Solutions

Large Scale Campaign Advertising

- Truck Lengths from 15ft-53ft
- Total Ad Space from 400ft²- 630ft²
- Seen From Up to a Half Mile Away

Effective Recall Rates

- 97% Recall Rate on Mobile Advertising
-Outdoor Advertising Magazine TACA's market research
- 98% Of In-Car Audiences Indicated They Noticed Truck-Side Ads
- American Trucking Association

360° Exposure

- Advertising on the Front, Both Sides, and Rear
- Advertising is Seen from Both Sides of Traffic, Sidewalks, Houses and Skyscrapers

GPS Tracked For ROI

- 24/7 Unlimited GPS Tracking
- Impression Counter
- Proof of Target Demographic Positioning

Rolling Adz is the Solution!

Mobile Billboards For:

- Branding •New products •Events •Sales •Promotions
- New Locations •Announcements •Expansions •Attractions
- Foundations •Specials •Awareness •Openings



The Rolling Adz Difference

Rolling Adz designs are uniquely tailored to every business. Mobile billboards create the “WOW” factor that leaves a lasting impression in people’s minds.

Captivating
Markets

Investment
Tracking

Guaranteed
Exposure

Investment Tracking

Every client wants to see a return on their investment. Rolling Adz billboard trucks are GPS tracked to provide customers with detailed information. All trucks can be tracked via smart phone to see it in action.

Daily, Weekly and Monthly Impression Reports

Cost Effectiveness

Capturing Multiple Target Markets

Lasting Impressions



Frequently Asked Questions

1

Is printing / installation included in my monthly fee?

No, we print and install at no charge to you.

2

Can I have different designs on my mobile billboard?

Yes, you can have different designs on both sides and the rear.

3

What happens when my lease term is over?

We store your ad at our warehouse so it may be used in the future.

4

Can I choose my own route?

Yes. You can choose where your mobile billboard starts, and ends.

5

What happens if my mobile billboard gets ripped or damaged?

All Rolling Adz Mobile Billboards are fully insured and will be replaced.

6

Can I choose my own mobile billboard size?

Yes, you can choose your own size. Our sizes range from 12ft - 53ft.

7

Can I replace my existing ad with another design?

Yes, you can change your advertisement even if you already have one on.

8

Is there a minimum amount of time I have to advertise for?

We ask for at least a 1 month minimum. Any less and your prices might be higher.

9

Where can I view my mobile billboard GPS tracker?

At the start of your campaign, we will give you your login and password to our secured site.

10

What is the turnaround time?

Our turnaround time is 1-2 weeks.



Advertising that gets Noticed!





The Moving Billboard

Rolling Adz Mobile Billboards are routed to target specific audiences. Advertising messages are delivered to audiences rather than the traditional method of advertising, that relies on unintentional, passed-by exposure.

Rolling Adz

Monthly Impressions:
5,800,000

CPM:
\$0.20

Daily Cost to Advertise:
\$39.84

Bus Ads

Monthly Impressions:
1,700,000

CPM:
\$27.35

Daily Cost to Advertise:
\$1,500

Ex: Bluelinemediam.com

Airport Ad

Monthly Impressions:
600,000

CPM:
\$24.16

Daily Cost to Advertise:
\$467

Digital Billboard

Monthly Impressions:
450,000

CPM:
\$31.66

Daily Cost to Advertise:
\$459

Stationary Billboard

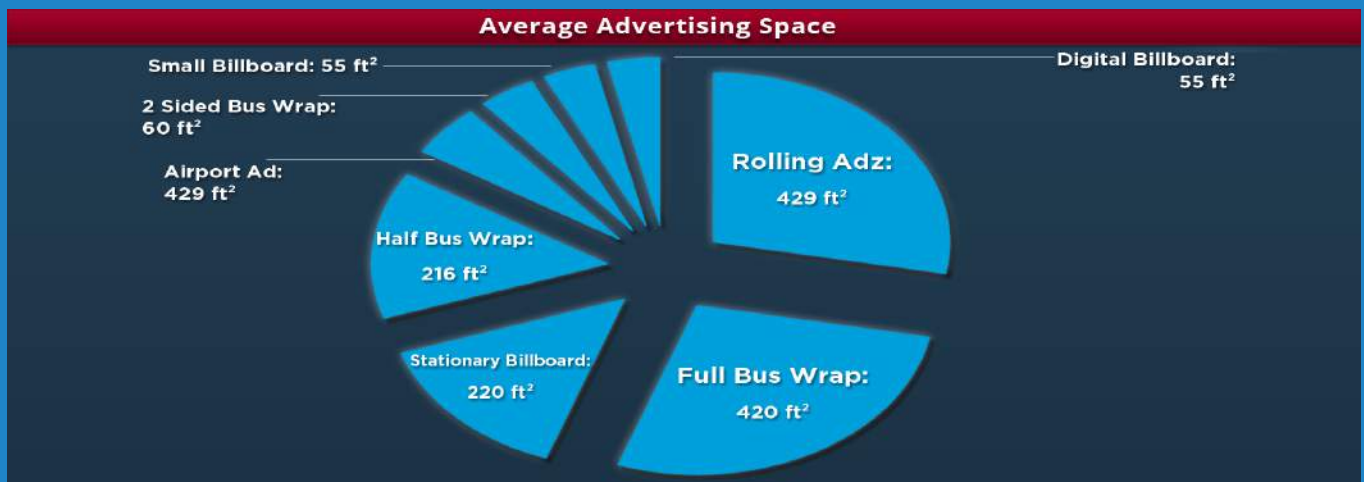
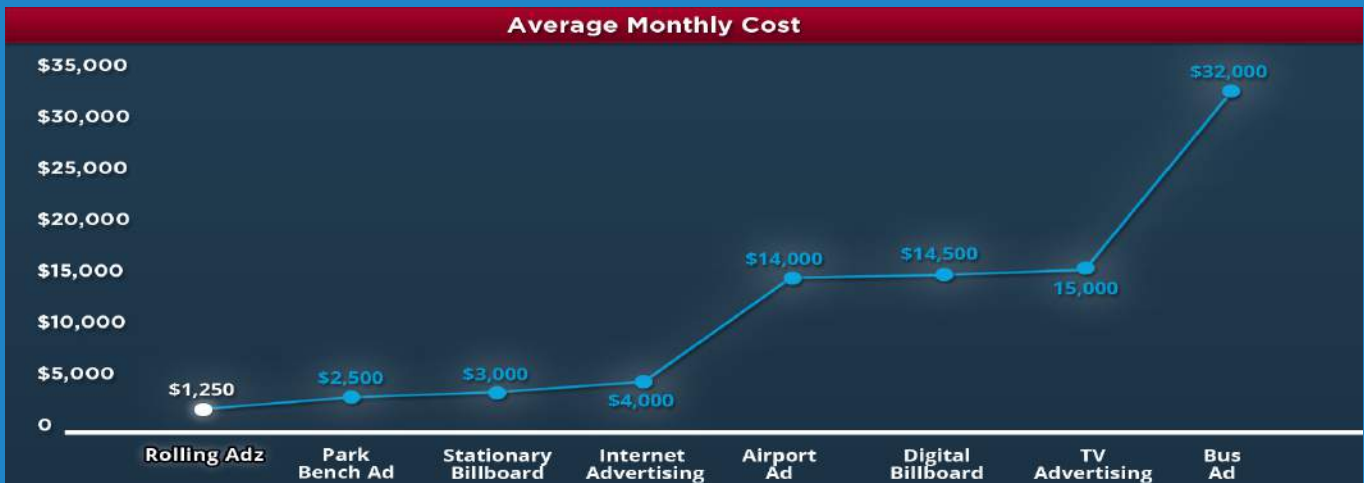
Monthly Impressions: 420,000

CPM: \$10.71

Daily Cost to Advertise: \$129



Advertising Comparisons





Ad Campaign Costs

Full Truck Advertising (Both Sides and Rear)

Truck Length	3 MONTHS Per Month	4-5 MONTHS Per Month	6-9 MONTHS Per Month	10-12 MONTHS Per Month
14 ft - 17 ft	\$1,848	\$1,660	\$1,470	\$1,275
18 ft - 21 ft	\$2,285	\$2,050	\$1,810	\$1,575
22 ft - 26 ft	\$2,820	\$2,530	\$2,240	\$1,945
Semi Trailer 48 ft - 53 ft	\$4,585	\$3,100	\$2,500	\$2,100

Sides Only Advertising

Truck Length	3 MONTHS Per Month	4-5 MONTHS Per Month	6-9 MONTHS Per Month	10-12 MONTHS Per Month
14 ft - 17 ft	\$1,620	\$1,450	\$1,280	\$1,115
18 ft - 21 ft	\$1,995	\$1,790	\$1,580	\$1,375
22 ft - 26 ft	\$2,450	\$2,200	\$1,940	\$1,690
Semi Trailer 48 ft - 53 ft	\$3,800	\$2,650	\$2,100	\$1,800

Drivers Side Only

Truck Length	3 MONTHS Per Month	4-5 MONTHS Per Month	6-9 MONTHS Per Month	10-12 MONTHS Per Month
14 ft - 17 ft	\$990	\$885	\$780	\$680
18 ft - 21 ft	\$1,220	\$1,090	\$970	\$840
22 ft - 26 ft	\$1,890	\$1,690	\$1,495	\$1,300
Semi Trailer 48 ft - 53 ft	\$3,350	\$2,300	\$1,800	\$1,500

Passenger Side Advertising

Truck Length	3 MONTHS Per Month	4-5 MONTHS Per Month	6-9 MONTHS Per Month	10-12 MONTHS Per Month
14 ft - 17 ft	\$940	\$840	\$740	\$650
18 ft - 21 ft	\$1,160	\$1,040	\$920	\$800
22 ft - 26 ft	\$1,790	\$1,600	\$1,420	\$1,240
Semi Trailer 48 ft - 53 ft	\$3,000	\$2,100	\$1,700	\$1,400

Back Only Advertising

Truck Length	3 MONTHS Per Month	4-5 MONTHS Per Month	6-9 MONTHS Per Month	10-12 MONTHS Per Month
14 ft - 17 ft	\$365	\$330	\$290	\$220
18 ft - 21 ft	\$420	\$380	\$330	\$290
22 ft - 26 ft	\$520	\$470	\$415	\$360
Semi Trailer 48 ft - 53 ft	\$525	\$475	\$420	\$365



Rate Sheet

Changing Ad Campaign Prices

Truck Length	PRICE Per Side
14 ft-17 ft	\$1,000
18 ft-21 ft	\$1,135
22 ft -26 ft	\$1,250
Semi Trailer 48 ft-53 ft	\$2,074

- All ad campaigns can be changed at any time during the contract period.
- There is a one week turn around from when the changed ad is submitted to the installation date.
- All prices per side include materials, installation and labor with no additional charges.

Rolling Adz prices are standard set prices and there are zero hidden charges or fees. Everything is included in the monthly costs including GPS tracking information and reporting.



Terms and Conditions

Indemnity:

1. All advertising materials (hereinafter referred to as the “advertising materials”) submitted to Rolling Adz LLC for reproduction and/or display shall:

- a) Not infringe the copyright or other rights of any person/ firm/ company; and/ or
- b) Not contain false or unwarranted claims for any product or service and/or defamatory statements; and must
- c) Comply with any advertising laws or regulations; and
- d) Not, in Rolling Adz’s opinion, be immoral, indecent or obscene in nature or racially or religiously offensive to the public.

2. Advertiser shall be severally liable to keep Rolling Adz LLC indemnified against all claims, legal actions, suits, settlements, demands, losses and expenses (including legal fees on a full indemnity basis) and any goods and services tax or other tax or duty incurred or suffered by Rolling Adz LLC respect of the advertising materials supplied by the Advertiser for reproduction and/or display.

Force Majeure:

3. Rolling Adz LLC shall not be liable for any interference or failure to display any advertising materials resulting from any event of force majeure. For the purposes of this advertising agreement, force majeure shall mean any accident, breakdown or partial/non-performance of equipment and machinery for any reasons whatsoever, failure of power, fire, strikes, flood, weather conditions, accidental or deliberate and unauthorized tampering of the advertising materials/ vehicle or any frustrating events beyond Rolling Adz LLC’s reasonable control. Where such event of force majeure has occurred, Rolling Adz LLC may decline to perform or perform in part or delay performance of displaying the advertising materials or elect to terminate this advertising agreement.



Terms and Conditions

Insurance:

4. All ads are insured by Rolling Adz LLC and will be covered and replaced if a tear or act of vandalism has occurred. All wrapped advertisements have a 3 year warranty.

Maintenance:

5. Rolling Adz LLC reserves the right to cease the display of the advertising materials at any time for the purposes of repair and/or servicing of the display unit. Rolling Adz shall provide a pro-rated refund of any prepaid fees corresponding to such advertising during this time.

6. Rolling Adz LLC shall maintain and clean the mobile billboard in order to maintain the effectiveness and quality of the advertising.

Routes and Location:

7. Although Advertiser may request certain routes and locations, Rolling Adz LLC does not warrant or represent that the truck will be in particular location or route which shall be at the sole discretion of the truck's owner. Rolling Adz LLC will put best effort in assigning truck that will best fit Advertiser's routed target market.

Tracking Route:

8. Each truck shall be tracked by Rolling Adz LLC using a GPS monitoring system and weekly/monthly reports will be generated and provided to Advertiser indicating the routes and mileage that the truck covered during these times. In the event that the mileage on the truck is less than 1,000 miles or 60 run hours, the rental payment for said truck shall be reduced by the percentage of miles less than 1,000. For example, if the total monthly mileage for the truck was 750 miles, then the lease payment for the month would be reduced by 25%. (On average most trucks drive 5,000-10,500 miles a month).



Terms and Conditions

Lease Term

9. The lease term shall run for a period of ____ months, commencing from the date the completed truck was put into service. If Advertiser wishes to terminate contract before leasing term has expired, a fee of one month's future rent and coverage of Rolling Adz initial materials will be charged.

Setup

10. Rolling Adz LLC shall place Advertiser's advertisement on #____ mobile billboard(s); The advertisement shall cover the ____ of the mobile billboard. Advertiser shall approve the design either by initialing the design and mailing the approval to Rolling Adz or by confirming via email at design@rollingadz.com. The setup fee and the cost of the advertising decals are covered by Rolling Adz LLC.

Payments

11. Any advertising terms less than 6 months will be paid in full once the contract is amended. Monthly extensions are available at the monthly rate the contract was first amended upon. Any advertising terms greater than 6 months are asked to put two months down payment. Monthly payments will then start the third month. A refund will also be received if miles or hours are not met as covered in the tracking section number 8.

Amendment:

12. This agreement may be amended only upon written agreement by Rolling Adz LLC and the Advertiser.



Contact

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