

The Numbers Speak For Themselves!

It's cost effective! Mobile outdoor advertising reaches more **Consumers Per Thousand (CPM)** than any other advertising. A fully wrapped bus or vehicle can be transformed into an eye-catching, full color graphic that promotes an individual, product, or company. In reference to PeoplePC's privately commissioned study, Chief Marketing Officer of the OAAA, Stephen Freitas stated "now there's conclusive proof of truck-side [advertising's] value as a powerful marketing tool that impacts awareness, attitudes, and opinions."

AVERAGE GROSS COST PER MEDIA (per month)
ADULTS 18+ NEWSPAPERS Full page \$4400 Half page \$2800
TELEVISION :30 prime-time/10 spots \$2500 :30 prime-time/10 spots network \$1500
MAGAZINE 4 color full page \$2000
RADIO (Top 100 Markets) :60 drive time/10 spots \$1200
OUTDOOR (Top 100 Markets) \$600-\$1000
MOBILE OUTDOOR ADVERTISING Panel insert \$250 Full Vehicle Wrap \$56

AVERAGE CPM
ADULTS 18+, NEWSPAPERS Half page \$23.32 Quarter page \$11.31
TELEVISION :30 prime-time spot \$20.54 :30 prime-time network \$11.31
MAGAZINE 4 color full page \$9.62
RADIO (Top 100 Markets) :60 drive time \$5.92
OUTDOOR (Top 100 Markets) Rotary bulletins (10 showing) \$3.90
MOBILE OUTDOOR ADVERTISING Average CPM \$1.50

Prices and results may vary, depending on your specific market, type of vehicle and type of graphics used.