

MobileBillboards.ca

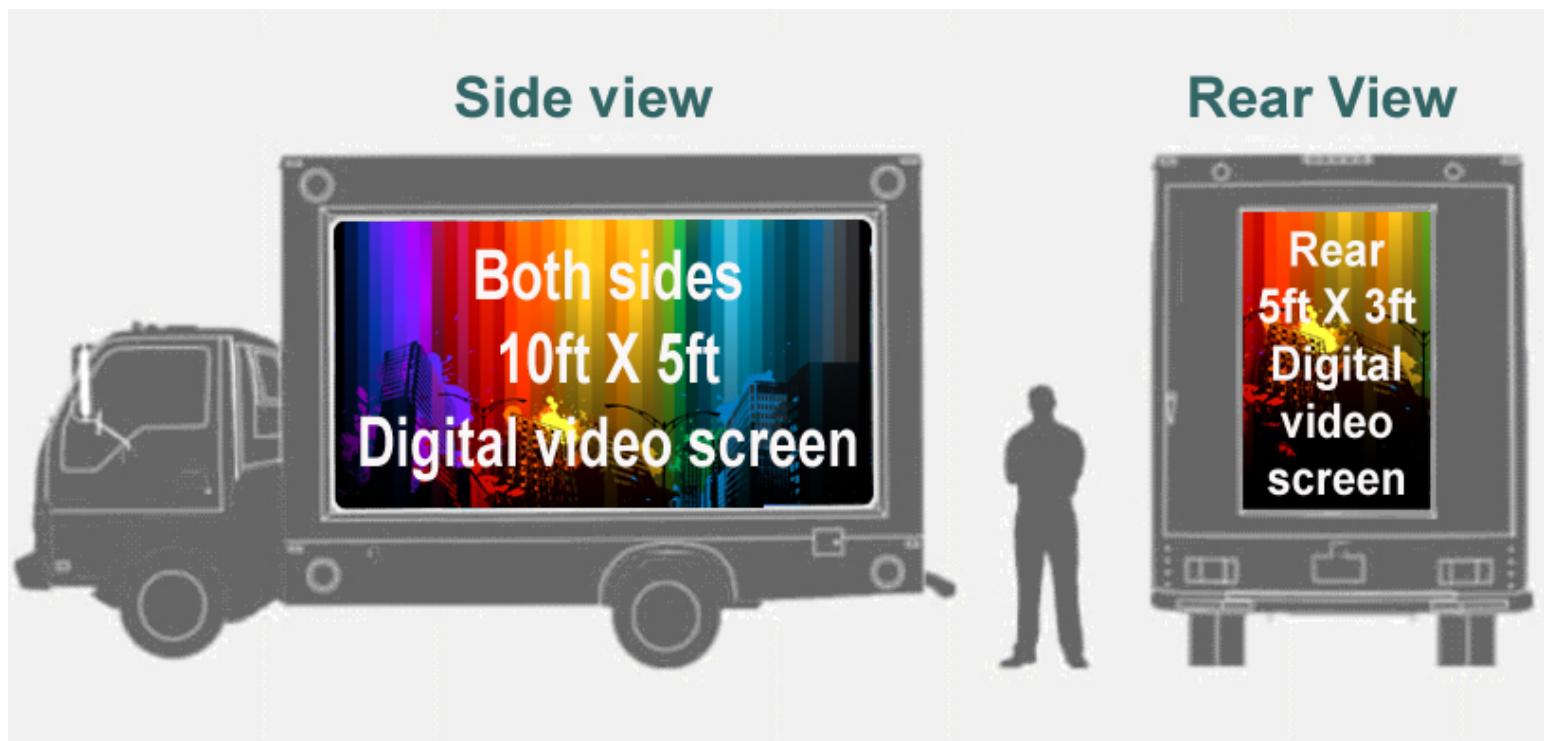
514-806-7223

We create exclusive experience for our partners with stimulating and memorable Campaigns that reach their target market within a very short period of time.

Your advertising will be shown on all three large screens (two 10'X5' and one 3'X5') billboards for 30hrs per week on strategic high traffic routes with flexibility to match your needs.

These campaigns are designed to deliver powerful, emotional connection with your target audience to maximize the impact for your brand within a set budget.

In addition, a full wrap of our mobile advertising truck vehicles are a possibility to increase the impact for your brand during these campaigns (inquire for the possibilities)



Contact Us for Pricing:

Exclusive 4 weeks

Exclusive

Exclusive Special event: F1 Grand Prix, Jazz Festival, Just for laughs, etc

Non-Exclusive 4 weeks

Non-Exclusive

Non-Exclusive Special event: F1 Grand Prix, Jazz Festival, Just for laughs, etc...

Extras:

Full wrap

Wrapping cost

Activations & product sampling



We deliver one of the most attractive and exciting methods to promote your business in the outdoor arena. At the same time, we operate on age-old, proven principles of effective advertising: providing deep levels of exposure to consumers with sizable disposable incomes in highly targeted demographic regions. The movement of our high-resolution billboards will grab your attention unlike anything else on the streets. Our billboards can go where most other large-format advertisements can't, which fills in the gaps that are not satisfied by traditional advertisements. With this level of flexibility, MobileBillboards.ca can deliver extreme value by itself or in combination with other types of media.

Mobile advertising study: mobile billboards are highly noticeable.



94% of people recalled seeing mobile billboards

80% of people recalled the message

Advertising exposure

	Daily campaign Display	3 Day weekend Campaign Display
Number of hours on the road	4.5hrs	5hrs
How many ads per side?	Maximum 10	Maximum 10
What is the billboard display time?	10 sec.	10 sec.

How often does my ad appear?

	180 times/hr.	180 times/hr.
Display / hour		
Display / day	X 4.5hrs. = 810	X 5hrs. = 900
Display / week	5670	2700
Display / 4 weeks	23,000	10800
Weekly Impressions (4.5x/Display)	103,000	50,000
4 Weeks Impressions	415,000	200,000
Total Impressions for a 4 weeks non-exclusive campaign	615,000	\$8.5/CPM
Total Impressions for a 4 weeks exclusive campaign	6,150,000	\$4.5/CPM

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How It works

Our mobile billboards go where no other billboards have gone before:

Sporting events
Cultural actives
Concerts

And where your customers work and play:

Down town, West Island
Laval, South shore
East-end, Dorval, North shore


The vehicles operate a Video display system, featuring multiple promotional billboards on each of sides. When your video billboard scrolls into place, the movement of the billboards is sure to attract attention of travelers, drivers, passengers and pedestrians. Each billboard can be displayed over one thousand times in a day.

MobileBillboards.ca 's vehicles are versatile:

(1) during most of the work week, they operate on specific routes, designed with the most populated commuter, shopping, dining, and entertainment destinations and districts in mind;

(2) you can also use them at major event on a certain day and at another event in a different city, the very next day!

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<ul style="list-style-type: none">• A moving billboard• A stylish vehicle• Ad is displayed for 10 seconds or more	<ul style="list-style-type: none">• Scrolling or Animated movement is a natural "eye-magnet"• Multiple billboards build curiosity	<ul style="list-style-type: none">• Each billboard will be displayed an average of 700 times in one day

How effective is it?

In order for advertising to be effective, it needs to be seen by the right audience enough times for them to assimilate the message.

Reach x Frequency = Effective Advertising

The more interesting the method of advertising, the more likely your ad will capture someone's attention, thus helping to achieve delivery of the advertising message.

Effective Advertising

Reach:	Over 300,000 people work and play in downtown Montreal daily. We bring you there. Over 200,000 cars per day travel through downtown Montreal surroundings highways. Again, we bring you there. Mobilebillboards.ca vehicles are the most eye catching thing on the road. With the sheer size of each billboard, the motion and glow of the ads, we definitely provide the "WOW Factor"!
Frequency	Our vehicles loop through the routes 90 to 100 times per week, 360 to 400 times per month, etc. With this level of repetition and reach, not only will your ad be seen by hundreds of thousands of consumers a month, but many of these consumers will have seen your ad 10 to 20 times during the four week campaign.

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Proactive – Persistent - Pleasing

Regular ad. programs:

Weekly Rush Hour Package -

Ads are displayed (M-F) during morning, lunchtime, and evening rush hours in the busy downtowns and highways of The Montreal and the surrounding area

Night life / weekend feature -

Ads are displayed at the hippest restaurants, "hot spots", and Night life actives in The Montreal and the surrounding area. Routes are flexible and constantly changing, based on the special events that occur throughout the greater Montreal area that draw the largest crowd.

Custom programs:

conventions -

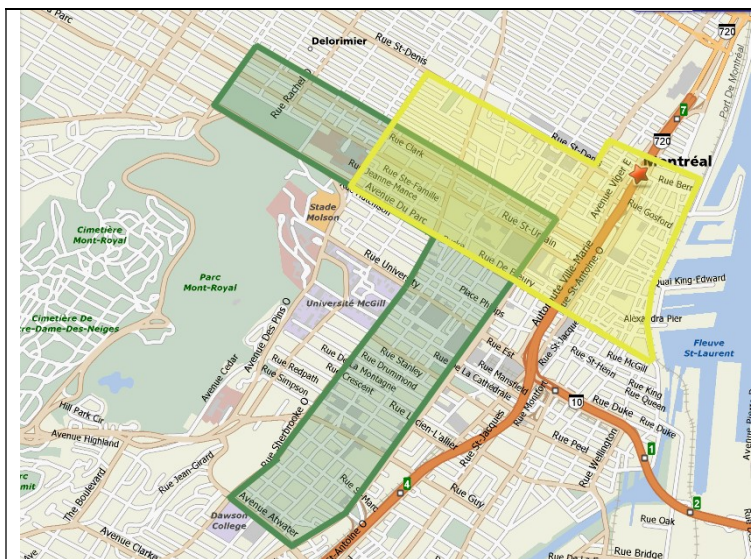
The Montreal and the surrounding area is one of the world's most popular destinations for business conventions and expos.

Day and night, only during the convention, our vehicles will display your targeted billboards to attendees at the convention center and the popular hotels, restaurants, and entertainment venues.

sporting events / concerts / festivals -

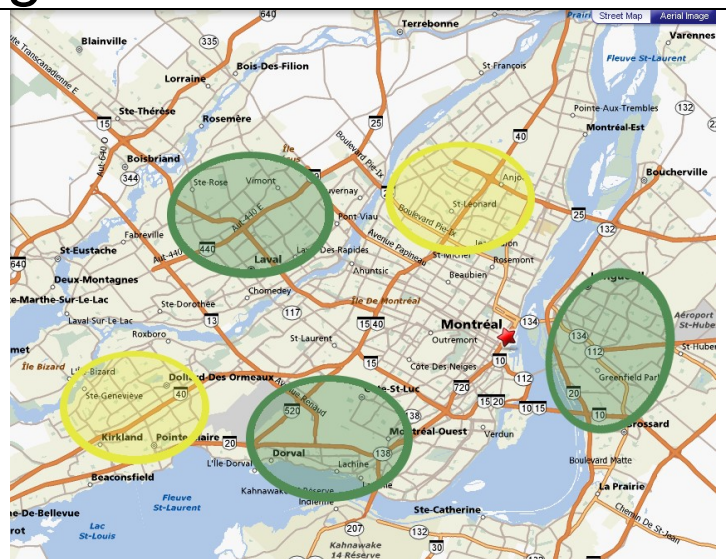
Want to specifically target tens of thousands of sports fans, music lovers, and other enthusiasts?...we'll tailor a program to your needs.

Advertising routes



Route Highlights:

Between Atwater and St-Laurent (on Ste-Catherine or Rene Levesques) Crescent street. St-Laurent or St-Denis, North to Mont-royal west, South on Ave. Du Parc, West on Sherbrooke to Atwater, Berri UQAM-St-Denis/St Hubert and Old Montreal.



Route Highlights:

Carrefour Laval, Gallery d'Anjou, Fairview mall, Carrefour Angrignon, Boul.Taschereau between Longueuil and Brossard.

Audience characteristics

18+ Population	520,000
High Daily Traffic	80,000
Downtown Traffic	35,000 + 45,000 cars
Individual Earned Income (IEI)	
4-Year Degree	\$50,000 (2014)
Graduate Degree	\$80,000 (2014)
Weekly Impressions	90,000

Audience characteristics

18+ Population	1,500,000
High Daily Traffic	120,000
Traffic	20,000 + 100,000 cars
Individual Earned Income (IEI)	
4-Year Degree	\$55,000 (2014)
Graduate Degree	\$75,000 (2014)
Weekly Impressions	110,000

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