



AXLE ADVERTISEMENTS

Outdoor Advertising on Semi-Trailers



2017 Media Kit

The Axle Advantage

- 1 Larger Geographical Reach
- 2 Targeted OOH Ads
- 3 Weekly Impression Data
- 4 Industry Low CPM's



- HOME
- FOR ADVERTISERS
- FOR TRUCKING COMPANIES
- ABOUT AXLE
- CONTACT

WE OFFER ADVERTISERS A MOVING OUT OF HOME SOLUTION THAT ENABLES YOU TO SHARE YOUR MESSAGE THROUGH UNIQUE CHANNELS.

How It Works

There's no need to reinvent the wheel (plus, if there were no wheels, our product wouldn't exist). We believe in transparency, innovation, and efficient systems that simplify getting your campaign on the road, where it matters most.



TARGETING CARRIERS

Together, we figure out where you want to push campaigns. Then we re-route ads and match you with existing companies that are already driving through your specified target market.



PROJECTIONS & DESIGN

We give you the estimated number of impressions, reach, and CPM in each city for your campaign. Our design team works with you to figure out what you want your ads to look like, and then we give you a digitally imposed rendering.



QUANTIFIED RESULTS

Once approved, we get your campaign on the road where it matters most. Receive weekly reports detailing where the truck has been and the impact it has made. Impressions, reach, and demographic data all quantified to help you.



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Track & Measure Campaign Weekly

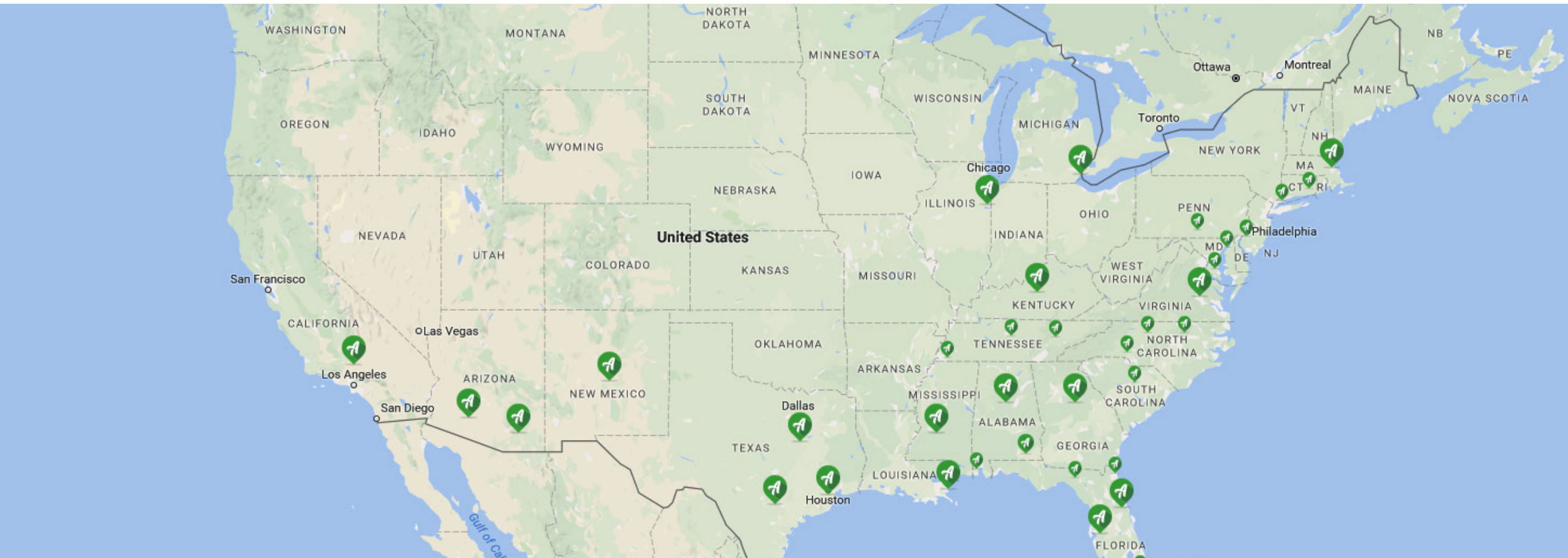


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Axle Advertisements tracks the location of your ad on semi-trailers and pairs it against third party data to generate accurate impression data.



Your Brand Where You Want It



Major Cities Traveled Through:

Birmingham
Montgomery
Huntsville
Mobile
Tuscon
Phoenix
Los Angeles
Miami

Tampa
Orlando
Jacksonville
Tallahassee
Atlanta
Chicago
Louisville
New Orleans

Baltimore
Detroit
Jackson
Alburquerque
Charlotte
Durham
Winston Salem
Harrisburg

Philadelphia
Columbia
Nashville
Memphis
Knoxville
Chattanooga
Houston
Dallas

San Antonio
Boston
Richmond
Hartford
New Haven
Washington D.C.

Traditional OOH vs AXLE Advertisements



.75M Impressions*

\$5-8 CPMs



3M Impressions

\$1-3 CPMs

**LAMR, OAAA*

WRAP OPTIONS



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FULL BODY TRAILER WRAP

Dimensions: 52'x8' = 416 sq. ft



DYE CUT TRAILER WRAP

Dimensions: 52'x8' = 416 sq. ft



TRAILER SKIRT WRAP

Dimensions: 25'x3' = 75 sq. ft

Campaign Process





Transforming Miles. Every Mile.

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