Having trouble locating a pic, but I’ll have it soon.

Font:

Proxima Nova (This is not Proxima Nova font btw…)

A. REGULAR

**B. SEMIBOLD**

**C. BOLD**

D. EXTRABOLD

The Initial homepage before you scroll, I’m working on getting a different picture to go there but I have more information I can share with you to help you out.

Top (Maybe changing the logo that’ll read Axle) but I need the current one to be a little bit bigger.

On the button to Login, I want it to have a white background, Axle green text, and an Axle green border around it. Rounded edges, (maybe 20px?)

Over the image I want it to read ‘ADVERTISE ON SEMI-TRAILERS’ and put that adj. left.

* Using Typed.js put in.
  + Around Town
  + Across the State
  + Nationwide

Below this I want to have two buttons placed side by side. The first reads (START NOW) taking them to the carrier form and the other reads (BRANDS & AGENCIES) taking them to the brands and agencies page.

(This intro is similar to the ‘look’ of wrapify)

Trusted by:

Snoozecube Logo

(MoveDealers.com whenever they actually sign our contract)

GET STARTED?

What is Axle?

(Checks beside each one) Earn Hundreds each month, No upfront costs, Maintain Route Autonomy

HOW IT WORKS

Step 1. Become an Authorized Carrier (Insert button ‘Start Here’ below that takes them to carrier form) (Picture of white semi illustration)

Step 2. Match with an Advertiser. (Picture of shaking hands)

Step 3. Schedule wrap Installation. (Picture of installation illustration)

Step 4. Drive. (competed wrap illustration)

Start driving with Axle today!

Insert button that takes them to the carrier form.

As seen in:

BBJ/AL.com (will get you logos)

Then something on the bottom that closes out the page. It has links to all of the pages we have.

Brands & Agencies Page

Intro: On the left of the page put ‘OUTDOOR ADVERTISING ON SEMI-TRAILERS NATIONWIDE’

Below it a little smaller: Axle is reinventing out of home advertising. Brands can target and reach their audience using a consumer engaging medium.

(Picture of our dashboard illustration on the right side of the page)

Working on the long picture below that.

WHY AXLE?

MAP OF USA ON LEFT

**Scale**

Whether around town, across the state, or nationwide, Axle has carriers in the top DMA’s across the entire US. Axle is the ideal solution for national advertising or campaigns with regional creative.

Illustrations of Dashboard on Right

**Revolutionary Technology**

We calculate accurate impressions by leveraging anonymized data sources (Cell, Traffic, GPS), making Axle one of the most reliable out of home media vendors available.

Image $2.00 on Left

**Efficient CPMs**

Using Axle’s geo-fencing feature, you can target cities you want and only pay for impressions within that area. Axle campaign impressions are typically less than $2.00.

Circle icon measurement illustration on right

**Measurement**

Marketers, media buyers, agencies, and brands can track their campaign through the Axle dashboard.

TRADITIONAL OUTDOOR V. AXLE

Image of Billboard on the left. Below put $15,000. 1,231,482 Impressions

On the right see how it looks to place several of the completed trailer illustrations on the right. (If it looks to janky, I’ll get kyle to make some new ones)

Put $15,000 12,000,000 Impressions

WHERE ARE WE?

Nationwide Coverage

(Insert map of USA with Icons)

List of Cites in the picture typed out below.

GET STARTED WITH AXLE TODAY.

Button Below (Let’s Get Started)

Opens up a drop box and says Call 2059077996 or submit your email address for the latest media kit and pricing.

Email (Send)

What needs to be in the carrier Form?

First Name

Last Name

Company Name

Company Email Address

Phone Number

Carrier Number