



# LAS VEGAS MOBILE BILLBOARDS

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**MEDIA KIT**



# LAS VEGAS MOBILE BILLBOARDS Who We Are

Las Vegas Mobile Billboards was formed in 1994 and is the largest privately owned mobile billboard “Out of Home” media company. Headquartered near the Vegas Strip, we offer the best mobile billboards in the market. Las Vegas Mobile Billboards is leading mobile billboards with an impressive track record over 18 years long.

Las Vegas Mobile Billboards works with individual small, medium and large enterprises as well as marketing and advertising agencies. Backed by a solid reputation of client loyalty and an urge to continuously strive for excellence in the advertising industry, we pride ourselves on delivering the most impactful outdoor mobile billboard advertising campaigns in Las Vegas.

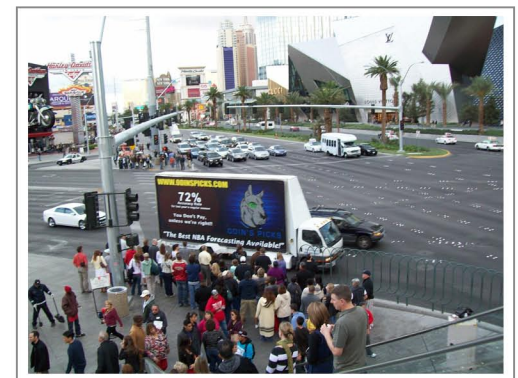
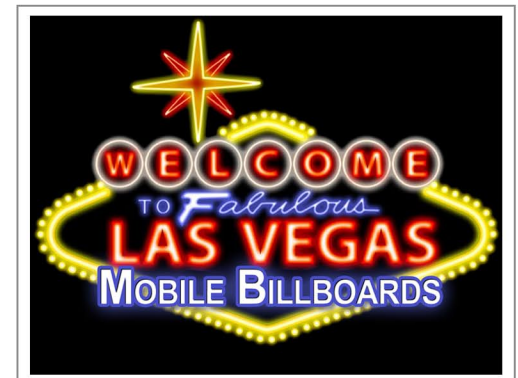
Our specially designed mobile billboards take your message to places other forms of advertising cannot go. Our mobile billboards are attractive, versatile, flexible, an excellent value for your money and can be used to suit any sized budget or plan.

*“We are Las Vegas mobile billboard advertising at its finest”*

## **Maximum Impact**

Looking for a maximum-impact ad medium? Tired of your ads not getting the attention they deserve? Want to combine cost-effective and dynamic? Seeking a unique method of direct target marketing?

Then . . . **Mobile Billboards** are your answer!



# LAS VEGAS MOBILE BILLBOARDS Why Use Us

## Las Vegas Mobile Billboards' benefits...

- Backlit Lighting
- Complete Vegas Coverage
- 1st in Quality & Service
- Professional & Accountable
- Largest Ad Size 10'5" x 22'9"
- Proof of Performance Reports
- Unavoidable and Unforgettable
- Innovative Marketing

**OVER 40% MORE  
Viewing Area  
Than Competitors**



## WHY DO WE STAND OUT?

### WANT BACKLIT LIGHTING?

The only mobile billboards with state-of-the-art lighting from inside the billboard. If your ad is out at night, we are the only way to go. Our billboards glow throughout the night with no shadows, hot spots or dark areas.

### WANT THE BIGGEST ADS?

Size does matter! Our mobile billboards are the biggest in town. Our ads are 10'5" x 22'9", the bigger the ads the larger the results!

### WANT SURROUND-SOUND?

The only mobile billboards with surround-sound. We can play your commercial, message, jingle or music while your mobile billboard is cruising Las Vegas & the Strip.

### WANT THE BEST PRICE?

We own and operate all our own vehicles so we can offer the best price in town. Maintained to the highest standards, we offer the highest quality and best value, Guaranteed.



### EVENT MARKETING

Create excitement and awareness of your special events: sporting events, club parties, fairs, auto, concerts, or even the New Year's.

### GRAND OPENINGS

Create rapid local awareness in and around your new location. Make your business an instant success by maximizing your opening day sales.

### TRADE SHOWS

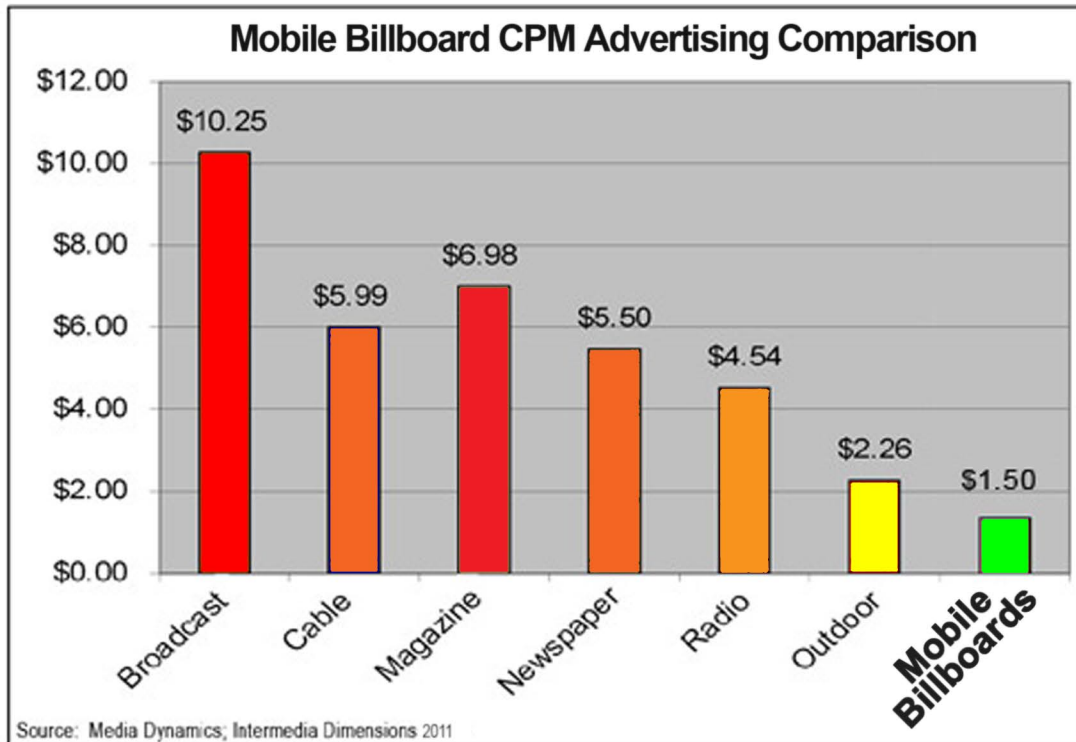
Increase your booth traffic by driving your message around the airport, host hotels, convention center and high traffic routes to the Las Vegas Strip.



## Total Reach

Mobile Billboards are the most universal of all advertising media and are exposed to virtually everyone who goes out of the house to work, shop or play. We provide broad, fast market reach.

# LAS VEGAS MOBILE BILLBOARDS Why Mobile Billboards



## Cost-effective Advertising

Mobile billboards are the most cost effective form of advertising. Unlike other advertising mediums, we can ensure that your target audience will see your message. We will be where you want, when you want. We also include an online GPS tracking system with our mobile billboards.

**WE DRIVE YOUR MESSAGE DIRECTLY TO YOUR TARGET AUDIENCE**

# LAS VEGAS MOBILE BILLBOARDS Example Campaigns

Retail Sales



Trade Shows



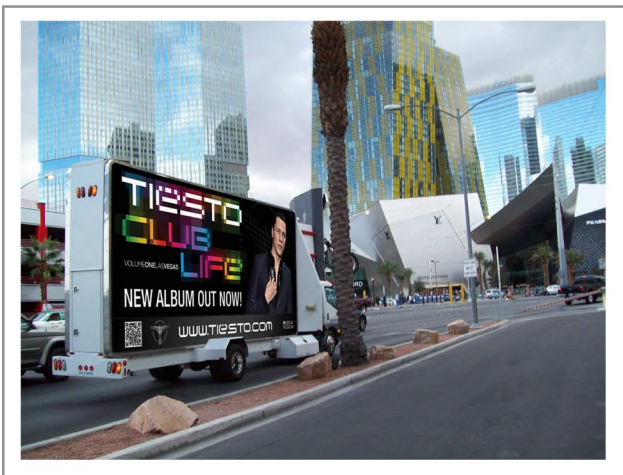
Recruitment



Grand Openings



Special Events



Brand Awareness



# LAS VEGAS MOBILE BILLBOARDS Frequently Asked Questions

## How Many People See Your Mobile Billboard Daily?

The exact number varies based on time and location of the campaign. However, in a location like Las Vegas, a mobile billboard can attract over 200,000 impressions daily.

## Do Your Mobile Billboard Signs Scroll?

NO. Our mobile billboard signs are FULLY dedicated to your message and displays your message FULL TIME. You do not share ad space with other advertisers.

## When & Where Do You Advertise?

We service the entire country. Our hours of operation vary according to the needs of our customers. We offer dedicated service to clients with times of operation and routes tailored to your needs.

## Can You Design My Billboard?

Absolutely. We have much experience in designing graphics for mobile billboard art.

## What Happens To My Billboard When We're Done?

We can store the long-lasting billboard vinyls for you to use on future campaigns, saving you money.

## What Does It Cost?

Rates vary according to customers needs, hours of coverage and length of campaign. Please call us for an immediate quote.

## When Can I Get Started?

Depending on truck availability as little as three days. Mobile billboard printing can be done overnight with a rush charge.



# LAS VEGAS

# MOBILE BILLBOARDS

# Rate Card

Starting At: **Daily Rate - \$3225**

*(Based on a 5-Day week, 8-hours per day)*

**Production Cost (2-sided) \$995.00**

Additional Features (if applicable):

- |  |                  |
|--|------------------|
| - Installation   | No Charge        |
| - Snipe Posting  | No Charge        |
| - GPS Tracking   | No Charge        |
| - External PA System   | No Charge        |
| - Surround-Sound Speakers                                    | No Charge        |
| - Back-Lit Illuminated Mobile Billboard                      | No Charge        |
| - Promotion / Production Sampling Services                   | No Charge        |
| - <b>Rear Panel Advertisement ( 10 ft high x 3 ft wide )</b> | <b>No Charge</b> |

Given that fleet availability and location vary throughout the year, we recommend that potential clients request quotes for any anticipated needs early in their buying cycle. Being able to provide job-specific pricing also enables us to offer the most aggressive rates possible at the time.



# LAS VEGAS MOBILE BILLBOARDS Let Us Get You Started

## *Ultimate Exposure*

**GREATER THAN 120,000 IMPRESSIONS DAILY**  
(Outdoor Advertising Association of America)

**MOST AFFORDABLE COST PER THOUSAND ADVERTISING**  
(Outdoor Advertising Association of America)

**MOBILE BILLBOARDS REACH CONSUMERS 4.3 TIMES  
GREATER THAN STATIC BILLBOARDS**  
(Prism Vision Inc. - Media Survey Co.)

Las Vegas Mobile Billboards combines years of experience and expertise together with the latest developments in graphics to deliver the highest-impact advertising campaigns. We can help you increase visibility and awareness, while expressing your image and message effectively and efficiently.

**LET'S GET STARTED!**  
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