

Achieving Maximum Exposure Through Vehicle Advertising



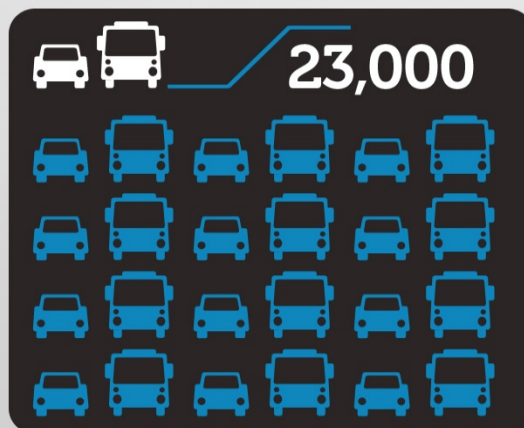
Prepared for:
Max Spann Real Estate & Auction Company

Created By: Mian Marketing Group Copyright © 2010

Achieving **Maximum Exposure** Through **Vehicle Advertising**

IMPRESSIONS, IMPRESSIONS, IMPRESSIONS!

- The Federal Highway Administration reports that a vehicle outfitted with an advertisement generates over **23,000** impressions per day in a typical US metro city.
- Which means that a staggering **750,000** people are exposed to your advertising message each month!



Achieving **Maximum Exposure** Through **Vehicle Advertising**

Your Vehicle Advertisement Never Stops Working For You

- Vehicle Advertising works for you around the clock.
- Whether you're driving on a major highway, sitting in a drive-thru or parked overnight, your **Vehicle Advertising** is a non-stop marketing machine.

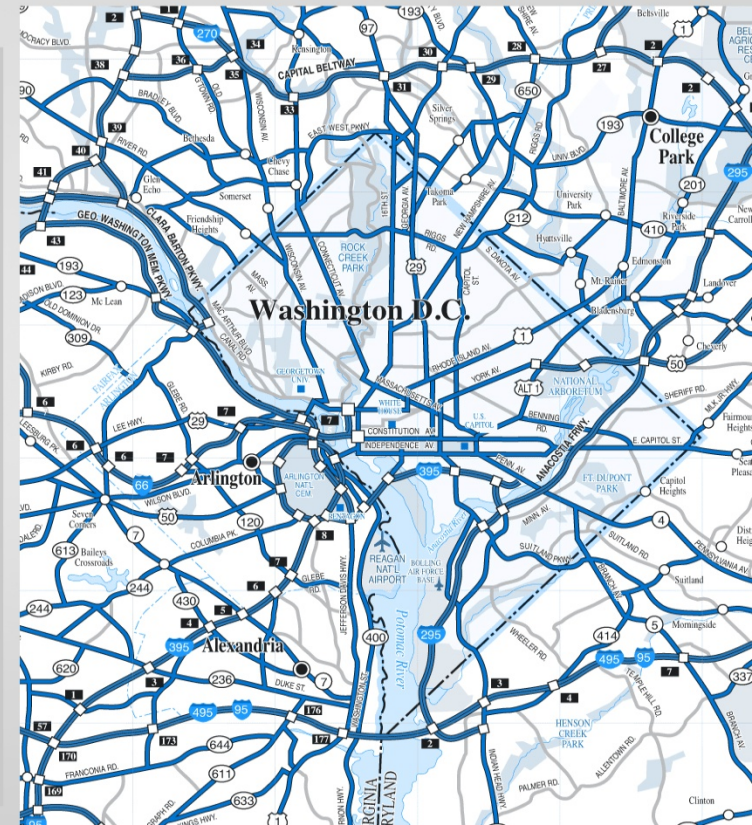
AD RETENTION



Achieving **Maximum Exposure** Through **Vehicle Advertising**

Penetrate the Greater Washington Markets

- **6** of the most affluent counties in the US are within **25** miles of Washington, DC.
- Access over **10** counties from north of Baltimore, to Northern Virginia.
- Daily routes of **200+** miles will generate thousands of impressions!



Achieving **Maximum Exposure** Through **Vehicle Advertising**

The Complete Package

- One flat fee
- Full-time licensed driver, 200+ miles/day
- Insurance, fuel, tolls, & maintenance
- Artwork, design & installation
- Quick turnaround
- Custom “short-code” text messaging campaign (lead tracking)
- Multiple vehicle discounts available



Achieving **Maximum Exposure** Through **Vehicle Advertising**

Pricing

Package **A** **16,500**

- Custom “**short-code**” text messaging campaign (lead tracking)
- Full-time licensed driver, 200+miles/day
- Insurance, fuel, tolls, & maintenance
- Artwork, design & installation

Package **B** **14,500**

- Full-time licensed driver, 200+miles/day
- Insurance, fuel, tolls, & maintenance
- Artwork, design & installation

*Prices based on 60 day marketing campaign
+Multiple vehicle discounts available