

Mobile Billboard 2008 Rate Card

Patuxent Publishing Company



Summary Description

Mobile Billboard Trucks are a truly unique way to get your message around town. Mobile billboard truck advertising offers extraordinary features, like:

- Street level advertising that reaches both the active and passive onlooker.
- Complete mobility where your desired audience can view your advertisement at specific locations during specific time periods.
- Mobile units which run approximately 8 hours per day
- Flexible timing that allows you to advertise during daytime or evening hours.
- Mobile billboard advertising that reaches a highly desirable demographic... everyone from age eight- to eighty-years-old!

Requirements

One day campaigns based on availability
Weekends - 3 consecutive day minimum
Artwork needed 10 days prior to start date

Mechanical Requirements

Scale: 1" to 1'

Dpi: Design it at the highest dpi possible
(recommended 700-800dpi)

Type of Disk: Mac formatted 100 MB zip disk or CD

Type of File: Vector format with fonts embedded, all design formats accepted- Quark, Illustrator

Color Matching: Color proof must accompany disc for color matching

Signs bleed out

Target Runs

Short Run Daily Space Rates	1-5 runs
Medium Run Daily Space Rates	6-12 runs
Extended Run Daily Space Rates	13+ runs

Agency commission not applicable

Ask your sales representative about other outdoor advertising opportunities (sampling, audio with your mobile billboard, bus ads, ad bikes and more).

Mobile Billboard Rates

Short Run Daily Space Rates		
Billboard Side 1	10' x 22'	
Billboard Side 2	10' x 22'	
Full Vehicle		\$995
Medium Run Daily Space Rates		
Billboard Side 1	10' x 22'	
Billboard Side 2	10' x 22'	
Full Vehicle		\$925
Extended Run Daily Space Rates		
Billboard Side 1	10' x 22'	
Billboard Side 2	10' x 22'	
Full Vehicle		\$850

All rates are based on an 8 hour day rate

Sign Production Rates

Billboard Side 1	10' x 22'	
Billboard Side 2	10' x 22'	
Full Sides		\$1,290

Design is available for \$85/hour