



break through today's media clutter.



Why Mobile Outdoor Advertising?

- Mobile Advertising generates double the attention of a static billboard!*
- Mobile advertising has an unlimited impact, especially due to protective sign codes, limiting additional static outdoor advertising.
- 27% of the heaviest commuters do not read a newspaper and 74% of super commuters don't watch TV news either.
- The average round trip commute in America is 54 minutes and time spent viewing Mobile Outdoor advertising increases every day.
- Outdoor and point of sale is expected to grow 20% year to year.**

Ad spending by Media*					
Media	H1 2005		H1 2006		Growth vs. H1 2005 (%)
	(RM '000)	Share (%)	(RM '000)	Share (%)	
Newspapers ¹	1,369,446	62.7	1,333,610	61.0	-2.6
Television ²	594,256	27.2	622,362	28.5	4.7
Radio ³	83,845	3.8	88,351	4.0	5.4
Magazines	74,457	3.4	69,272	3.2	-7.0
Outdoor ⁴	34,542	1.6	42,248	1.9	22.3
Point-of-sale	18,004	0.8	21,615	1.0	20.1
Cinema	8,366	0.4	10,040	0.5	20.0
Total	2,182,915	100.0	2,187,499	100.0	0.2

Why GoMobile Advertising?

- GoMobile Advertising is in the business of offering customers a multi-media platform of high-profile, highly targeted advertising that helps customers deliver their message **on air, online, and on premise**.
- GoMobile Advertising is: Multimedia Illuminated Scrolling Billboard Vehicles, Fuel Truck Fleet Advertising, and A-Frame Vehicle Advertising. All three programs are media alternatives that will not just compliment, but drive any media mix.

*source: Nielson Media Research measures advertising expenditure based on published rate cards. Outdoor AdEx is based on actual spending by five media operators.

**source: Perception Research Services, Arbitron Outdoor Study, The Arbitron Outdoor Study, RYP & Becker Group



Our Products

Multimedia Vehicles

Welcome to our most innovative product: the largest illuminated scrolling advertising vehicle currently available in the United States. These vehicles are capable of doing a number of different things, as detailed on the next page.



**Advertising for the masses...
Get your ads where the people are!**

Day & night, GoMobile Advertising is on the road helping to make your campaign a success.



Our Products

Multimedia Vehicles (continued)

Our Multimedia Advertising Vehicles can do (almost) anything! And unlike your assistant our vehicles can multi-task. All of these features can be built within one package.

Scrolling, Illuminated Billboard Advertising

Our State-of-the-art billboard systems can run on ground or battery power, day and night.



Fueled by BioDeisel

All of the vehicles in Washington State run only on BioDeisel, a renewable energy source.



Living-Art Advertising

With high-quality crystal-clear glass on the sides and back, our vehicles can become a mobile showroom, or display larger-than life versions of your product.



External Audio and Radio Broadcast

With eight externally-mounted speakers on each vehicle, you can play your audio recordings or music at events. Each truck also allows you to send your message to customers via an FM broadcaster!



Street-Team Advertising

Our dedicated street team will be at your next event, passing out any promotional materials that you provide.



State-of-the-Art GPS Tracking

We provide accountability by allowing you to see where each vehicle has been and where it has stopped, every hour and every day of your campaign!



Our Products

Petroleum Transport Fleet-Advertising

Through a strategic-alliance with Harris Transportation, we can put your message on over 450 square-feet of space at high-profile Safeway, Shell, Chevron and Costco locations all over Washington! With over 95 vehicles, we are sure to have a greater impact than any taxicab or bus-side advertising could ever even wish to provide.



Our Advertising can beat up Your Advertising!

Our Fuel Trucks are all also equipped with GPS tracking. Write that down.



Our Products

A-Frame Truckside Advertising

Through an alliance with Flight Media, we are able to offer additional coverage in Washington with 6 A-Frame Billboard advertising to help you get your message directly to your customers!



Try and ignore this at a stop light... we bet you can't.
Traffic may stop and go, but our billboards are always in motion.



Media Comparison

It's no contest. Stretch your ad dollars with us.

We are affordable! Your advertising dollars will not only gain more impressions and higher-impact advertising, but you will receive them at a lower cost. And we handle everything! We are the wedding planners of outdoor advertising. But don't ask us to pick out a dress.

Average CPM Comparison: Adults 18+

	NEWSPAPERS	
Half page B & W		\$23.32
Quarter page B & W		\$11.66
	TELEVISION	
:30 Second ROS		\$20.54
	MAGAZINE	
4 color full page		\$9.62
	RADIO	
:60 Drive-time		\$7.28
	OUTDOOR	
Rotary bulletins		\$4.73
	MOBILE OUTDOOR	
Daily Tracking		\$4.17

woah



GoMobile Marketing Plans

Our Most Popular Plans*

The following are our most popular plans. But if it feels too canned, we'll put together a custom package just for you. Just don't let your ego get the best of you.

Shared Routes	Shared Events	Exclusive Events	Total Go Plans	Fuel Fleet Ads
\$1500 per week	\$200 per hour (6 hour minimum)	\$200 per hour (16 hour minimum)	\$30,000 per month (3 month minimum)	\$800/week full \$400/week tail (3 month minimum)
Includes: -GPS -Driver -Illumination -Fuel -Three Billboards	Includes: -GPS -Driver -Illumination -Fuel -Three Billboards	Includes: -GPS -Driver -Illumination -Fuel -Three Billboards	Includes: -GPS -Driver -Illumination -Mobile Showroom -Street Team -166 hours/month	Includes: -GPS -Driver

*Plans do not include production. Prices subject to change.



We are national.



Welcome to the GoMobile Affiliate program.

With over 55 vehicles sold in top markets in the US and over a dozen more mobile outdoor affiliates, we are growing every day to provide you with the national coverage that you need for your next campaign.



Testimonials

People who really, really like us.

With over 50 years combined experience in sales, marketing, advertising, and finance, our team is here to help you generate results. Here's what some of our customers have to say; they seem to always get the last word.

GoMobile Advertising was the only paid advertising we used during the month of May to promote the sold-out Kenny Chesney concert—the highest grossing concert in Seattle's history! I highly recommend GoMobile Advertising and look forward to working with them again both in Seattle and other markets as they continue to expand.

*Kate McMahon, Director of Marketing
The Messina Group
Promoter for the Kenny Chesney Tour*

Working with GoMobile Advertising on the Pacific Northwest Ballet's Nutcracker campaign was a great success! It was the perfect addition to our advertising mix. We will definitely continue to add GoMobile Advertising to our advertising campaigns!

*Lia Chiarelli
Associate Director of Marketing
Pacific Northwest Ballet*

We are very pleased with the response that IKEA has received to our GoMobile promotion for IKEA Catalog 2007. This has been one of our most successful catalog promotions and GoMobile has been a big contributor to that success.

*Carol Merry, Owner
CMMS*

