



# Truck Ads

*Mobile Billboards*

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P & J Ads - a division of ChangsterDJ  
pjadscanada.com

Truck Ads is a product of P & J Ads (a division of Changster DJ Inc). Truck Ads are billboard ads put on the trucks. It is very similar to BC Transit Ads except on a larger scale: your ads are much bigger and there is more control of your content. There are many options and can adapt to your creativity for your ad campaign. We showcase your Truck Ads in the areas that you need done daily to get your advertisement noticed in a bold & effective way!

### **billboard stats & research**

51% read, watch, and take note of outdoor advertising

91% of all people notice truck ads

75% surveyed state that these ads affect their purchase habits

Achieve 85% reach of population in the cities

Impact of mobile billboards is one of the best of all forms of advertising

**The cost per ad impression is the value of truck ads**

#### **GRP Monthly**

*Notice Ads - 91 x 30 x 1million (days of the month avg.) = 2.730 billion*

*Affect Purchase Habits - 75 x 30 x 1million (days of the month avg.) = 2.250 billion*

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**Advertising 360** – for any successful marketing and advertising campaign one must be in unison with their branding and one must be seen as much as possible. This is where branding of your product and broadcasting where it can be seen as much as possible gets you the reaction and numbers you seek. Once you have your product branded and your audience set, it is a simple matter of advertising & marketing in as much areas as possible so that people become familiar with you and your product (brand). Truck Ads are definitely an option that is very viable in getting you seen, noticed and remains a media avenue for the public to get information from. The numbers and stats don't lie and comes from deep market research.

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Truck Ads get placement which is beneficial to your advertising campaign. Our trucks can travel and be seen in the areas you want your advertisement seen. We can also setup at certain events such as sports or performances and be parked where your ad will be seen by thousands to millions daily. We have access to traffic reports and counts for all the cities in Metro Vancouver and the Fraser Valley. Whether the mobile billboard is seen while driving around or parked in certain areas, you get results. Who is not going to notice a huge billboard graphic or a billboard digital screen?

Truck Ads are generally seen at roughly 1 million views per day. The great thing is it will be seen a lot thus building familiarity with everything you are marketing and advertising. It is unmistakable the impact outdoor advertising has on the public. Before advertising and marketing we recommend that only businesses able to handle a certain volume of business use our media advertising services – we recommend medium to larger organizations and new companies aiming for multi-million contact with the public. Various organizations fall into these categories such as: political campaigns, messages, non-profit, movies, music are a few to name.





## Options

What can you do with the branding of your Truck Ads?

### Positioning:

**Travel** – *we broadcast the advertisement by driving in the areas which are relevant to your marketing campaign.*

**Parking** – *we can park in areas where there is a lot of traffic and can be seen with consideration to laws and bylaws and paid areas.*

**Traffic counts** – *we can provide the areas of each city and the traffic of the streets and roads. As well we have knowledge of roads and streets from our truck driver's experience.*

Overhead costs include driver fees, parking fees, travel fees, maintenance & labour. Daily Reports of streets & cities hit and approximate traffic count (foot and vehicle) for each daily campaign. Each campaign will be planned months ahead of time with advertiser & client.

Basic:

8 hours driving  
5 days a week  
Ad Space Rental  
Metro Vancouver Area  
\$12,000 per month

**Travelling to other areas outside of Metro Vancouver will include other charges from overhead incurred to this travel. Please contact us for associated costs if you are planning on ad campaign to outskirts of Metro Van. Only Monthly Packages available.**



## AD Graphics:

**Full Colour Mounted Banners** – Hi-resolution graphics printed on banners and mounted on sides of truck box and on the back of truck box.

**Full Colour Vinyl Wraps** – Hi-resolution graphics wrapped and placed straight onto the whole truck.

**Painting & Detailing** – We can also paint the truck and other details to match your graphics

**Vikuiti Digital Screens By 3M** - Our trucks are transformed into a digital screen on the sides of the trucks with the installation of Vikuiti Film and a rear screen projector giving you a full high resolution video for your truck ads campaign.

You can use one option or any combination of the 4 options for the whole truck for your truck ads campaign.

Sizes – 1 ton, 3 ton, 5 ton, 7 ton trucks

### Prices Of Ad Installations

Will vary according to size and intricacy of design and ad for the truck  
Costs start at \$2,300 and go up from there.

### Ad Insurance:

We recommend you insure your mobile outdoor advertisement against property crime. We can setup the insurance on your behalf. We will always be careful and provide daily reports to insure the safety of your mobile billboard ads.



## **DESIGN OF BRAND, CONCEPT OF DESIGN**

All truck ads can be designed by your graphic design team or you can use ours. Considering the size of Truck Ads we recommend the right measurements and 600 and higher dpi for the graphic. We have various sizes of trucks and creativity of your design of your ad is unlimited – come at us with your ideas and what you want to do and we can find a compatible solution. We are proud to offer ad creation services that are in line with your brand and single focus so your message is in unison with all your other marketing materials. Our team creates mass appeal with advertisements from concept to creation.

### **Integrity:**

We are a responsible media company providing Truck Ads / Mobile Billboards. Sincerity, integrity, captivation is what we stand for. Your work is guaranteed by us and we promise what we do with quality and value. Our media avenue (Truck Ads) is a public device and thus must be socially acceptable.

### **Approval:**

The broadcast of your ad is at the discretion of the publisher (P & J Ads, a division of Changster DJ) and must be acceptable in content and design.

### **Broadcast & Social Responsibility / Liability:**

Advertisers and agents assume complete responsibility and liability for all content (text, representation, illustration, & graphics) of advertisements and any responsibilities for any claims arising therefrom. This also includes any work once approved for print by you and us.

### **Proofs:**

We require authorized proof via signature on a form or via email – you can scan or you can verify via email that you are authorizing the advertisement.

### **Production Costs:**

Expenses incurred as a result of the clientele failure to conform to mechanical specifications will be at the expense of the advertiser/client.

### **Authorization & Broadcast:**

Once the advertisement has been validated for broadcast by proof and approval by publisher, it takes approximately 2 to 3 weeks to finish production for broadcast.

### **Terms of Payment:**

Payment for ads and any production costs to be paid in full by customer or by a reputable financial institution on behalf of the customer. The other option is for the first and last month prepaid of the campaign with monthly installments paid for the remaining months.

*Visa & Mastercard accepted*

*Paypal Accepted*

*Cheque or Money Orders are made payable to: **CHANGSTER DJ INC.***

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WINNING AD





**VIKUITI DIGITAL SCREEN  
ON TRUCK**