

**FAIRWAY**

FAIRWAY OUTDOOR ADVERTISING



# Mobile Billboards

## USE MOBILE BILLBOARDS FOR EVENT MARKETING

Create excitement and awareness of your special events: sporting events, state or county fair, auto, boat, or horse shows or even the New Year's Parade.

## PRODUCT INTRODUCTIONS

Add power and excitement to your overall strategy at the point of sale. Do on-site product sampling and distribution of literature at the mall or practically anywhere.

## TRADE SHOWS

Increase your booth traffic by placing your message around the airport, host hotels, convention centers and high traffic routes to popular restaurants.

## GRAND OPENINGS

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

## POLITICAL ADVERTISING

Take your candidate or editorial to the voters. With mobile billboards, your voice will be heard.

## MOBILE BILLBOARDS GIVE YOU

When spending your money on an advertising campaign, you want it to reach the right people at the right time. Fairway's mobile billboard positions your message at eye level, when and where it will be most effective.

Fairway's mobile billboard gives you access to areas traditional advertising does not. They deliver your message at key locations such as malls and shopping centers, adjacent to trade shows, convention centers, sporting arenas and other heavily trafficked areas where your target audience works, shops and plays.

**Maximum Exposure** - Our double-sided, full-color, backlit displays are on view 24/7 exactly where you need them.

**GPS Tracking** - We can verify the location, speed, direction and status of our mobile billboards using the onboard satellite-based Global Positioning System.

**Custom Routes** - Mobile billboards provide the ability to design custom routes that enable your advertising campaign to target specific locations at critical times to maximize your exposure opportunities.

**Flexible Scheduling** - Daily, weekly, monthly or longer-term contract periods are available.

**Standard Size** - (10'6"H x 22'8"W) This standard size allows art designed for your mobile billboard to be utilized on traditional billboards without the time and expense of reformatting.

