

PanneauxMobiles

Montreal 514-806-7223
Toronto 647-345-5275

Scrolling Truck Media division of Mediabids.ca INC.



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Mediabids is a premier advertising firm dedicated to helping companies extend their brand recognition and promote special product offerings using the latest innovations in outdoor advertising.



Our Scrolling Ad Vehicles offer a refreshing new way for businesses to reach their target customers. We deliver one of the most attractive, exciting methods to promote your business in the outdoor arena. At the same time, we operate on age-old, proven principles of effective advertising: providing deep levels of exposure to consumers with sizable disposable incomes in highly targeted demographic regions.



Our attractive vehicles and the movement of our high-resolution billboards will grab your attention unlike anything else on the streets. Our billboards can go where most other large-format advertisements can't, which fills in the gaps that are not satisfied by traditional advertisements. With this level of flexibility, Panneauxmobile can deliver extreme value by itself or in combination with other types of media.




How It works

Our mobile billboards go where your customers work and play:

Montreal	Toronto
<ul style="list-style-type: none"> • Downtown • West Island • Laval • South shore • East-end • Dorval 	<ul style="list-style-type: none"> • Downtown • North York • Richmond hill • Mississauga • Vaughan • Markham

Scrolling Billboards

		
<ul style="list-style-type: none"> • A moving billboard • A stylish vehicle • Ad is displayed for 5 seconds or more 	<ul style="list-style-type: none"> • Scrolling movement is a natural "eye-magnet" • Multiple billboards build curiosity 	<ul style="list-style-type: none"> • Next billboard scrolls into place • At maximum, each billboard can be displayed over 1,000 times in one day

The vehicles operate a scrolling display system, featuring multiple promotional billboards on each of their three sides. When your billboard scrolls into place, the movement of the billboards is sure to attract attention from auto travelers and pedestrians. Each billboard can be displayed over one thousand times in a day.

How effective is it?

In order for advertising to be effective, it needs to be seen by the right audience enough times for them to assimilate the message.

Reach x Frequency = Effective Advertising

The more interesting the method of advertising, the more likely your ad will capture someone's attention, helping to achieve delivery of the advertising message.

PanneauxMobiles 's vehicles are versatile:

(1) during most of the work week, they operate on specific routes, designed with the most populated commuter, shopping, dining, and entertainment destinations in mind;

(2) you can also use them at one major events on a certain day and at another event in a different city, the very next day!

Cost Effective Advertising

<p>Reach:</p>	<p>Over 300,000 people work and play in downtown Montreal & Toronto daily. We bring you there. Over 1,200,000 cars per day travel through Montreal & Toronto surrounding highways. Again, we bring you there. Mediabids vehicles are the most eye catching thing on the road. With the sheer size of each billboard, the scrolling motion of the ads, and internal lighting system that makes your ad glow, we definitely provide "WOW Factor"!</p>
<p>Frequency</p>	<p>Our vehicles loop through the routes 90 to 100 times per week, 360 to 400 times per month, etc. With this level of repetition (and reach), not only will your ad be seen by hundreds of thousands of consumers a month, but many of these consumers will have seen your ad 10 to 20 times.</p>

CPM = 0.65

Why us?

It is becoming increasingly difficult for advertisers to grab the attention of the Montreal & Toronto's over-advertised, tech-savvy consumer. There is a near-consensus within the advertising community that established media in our fragmenting industry are having a more difficult time reaching a mass audience or pinpointing a specific demographic. *Guerrilla* is the latest buzzword, *Grassroots* techniques have been re-discovered and *Disruption* is the key. The industry is searching for fresh, innovative new ideas that will attract peoples' attention.

Enter PanneauxMobiles!

Why choose PanneauxMobiles for your next Media campaign?

- **Newness & Innovation** – We are a refreshing, disruptive outdoor media, an “eye magnet” that is difficult to ignore day or night.
- **A team player** – Panneauxmobile.com complements and reinforces all forms of media. Think of us as an added spark to your media campaign.
- **A more efficient Media campaign** – We eliminate the need to settle for outdoor advertising that isn't in your ideal location or doesn't target your ideal customer.
- **Common sense value** – It is a known fact that busy professionals are leading more mobile, active lifestyles. Advertisers can re-orient a very small portion of an existing media budget to Panneauxmobile.com high-value advertising solution, offering up to 100,000 impressions per day.
- **Mobility** – We are not confined to a single location. We drive to the most valuable outdoor markets and can go where other large-format advertisements can't, but wish they could.

Mobile advertising study: mobile billboards are highly noticeable.



94% of people recalled seeing mobile billboards



80% of people recalled the message

Advertising exposure*

	Monday to Thursday	Friday & Saturday
Number of hours on the road	8Am to 6pm = 10hrs	10Am to 1Am =15hrs
How many ads per side?	Max 7	Max 7
What is the billboard display time?	10 sec.	10 sec.
How often does my ad appear? (average)		
Display / hour	180 times	180
Display / day	2060 times	2700
Display / week	14400 times	5400
Display / 4 weeks	57600 times	21600
Weekly Impressions?	650,000 Montreal 850,000 Toronto	

* The figures displayed are from actual routes. Exposure is flexible and configurable to advertisers' needs.

Benefits

PanneauxMobiles literally drives your message to the most valuable outdoor advertising locations in the Montreal & Toronto and the surroundings. Our mobile billboards can also go where many other ads can't, which fills in the gaps that are not satisfied by traditional advertisements. With this level of flexibility, PanneauxMobiles can deliver extreme value by itself or in combination with other types of media.

PanneauxMobiles 's routes are designed so that our vehicles display your message at the right place at the right time - during peak travel times for downtown and highway commuting, business power lunches, shopping, dining, and entertainment.

Create Value



Added Value Options



The combination of classical Out of Home Advertising Media and *Bluetooth* Marketing offers the possibility to interact with customers at high frequented public places. Applying Bluetooth Marketing in addition to a conventional Out of Home campaign the impact of the campaign can be raised to new dimensions and a new contact quality will be generated. An increased brand-impulse can be reached by intelligent and effective advertising space solutions.

Scroll a sound

Your 15 sec. Mp3 audio advertising file will be broadcast every time your ad is visible.

Driving unsurpassed value

Maximum exposure – The Montreal & Toronto are the country's largest markets for outdoor advertising. In as little as a week, your ad can be exposed to hundreds of thousands of high value consumers.

Mobility & placement - We literally drive your ad to the most densely populated destinations in the entire Montreal & Toronto and the surrounding, placing your message in the center of the action. We offer your business the level of exposure that was once only available to the industry's most expensive billboards.

Strategic Routes - Our routes have been carefully designed to give your ad maximum exposure in the Montreal & Toronto Area's most densely populated regions. Using daily vehicle counts and pedestrian and transit commute patterns from the Quebec Department of Transportation and Metropolitan Transportation Commission; our routes have been choreographed to deliver maximum impressions at the optimal downtown intersections and regional highways.

Affordability - Our prices are accessible to advertisers at every budget level.

A captive Audience - With our mobile billboards, you can't change the channel, turn us off, tune us out, or close a pop-up. Your ad will be "up close and personal" with people sitting in traffic, walking across/along the street, stopped at a stoplight, even at work in their office building. Even the mere act of scrolling to another billboard will naturally draw viewers' attention to our vehicle and your ad.

"WOW" Factor - Our vehicles just look better than any other mobile billboard! Because this vehicle is so attractive and novel, it offers your business a unique way to attract both public and media interest. With a sleek & modern design, bright colors, and backlighting, your ad will have the added dimension to attract an audience. **(Also see our Scroll a sound option)**

Proof of Performance - Our vehicles are GPS equipped. With our client login on our website, you can conveniently track your ad at all times from the comfort of your office or wherever you have internet access. **(in combination with Bluetooth Marketing option, will be a power house in mobile marketing data mining)**

Faster Printing and lower production costs -

Your billboard will be printed on durable oversized photographic paper by our high resolution large-format color printer in our production studio. Your billboard can be up and ready to go in less time and for less cost than any other similar media

The Industry

There is a near-consensus within the advertising community that established media in our fragmenting industry are having a more difficult time reaching a mass audience or pinpointing a specific demographic. Today's busy consumers have numerous forms of media vying for their attention. New technologies (e.g. TiVo™, satellite radio, digital music, and the Internet) and lifestyle changes have presented challenges for advertisements in TV, radio, newspapers, and magazines. People are leading more mobile lifestyles, spending more time outside of their homes and offices.

Now more than ever, effective advertising campaigns must combine multiple forms of media to reach a mass audience and enhance a company's brand. Outdoor, "in your face" advertising has increased in popularity due to its ability to reach consumers "on the go", when TV, radio, print, and online ads are not in front of people. But businesses are not just relying on static highway billboards anymore. In fact, mobile advertising is the fastest growing segment in the outdoor advertising industry.

Practical Innovation.



The world Is going Mobile...are you?

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- Total outdoor advertising spending in the US for 2004 was \$5.8 billion.
- Mobile advertising was 19% of total outdoor spending, or \$1.1 billion. This represented a 25% increase between 2001 and 2004.
- Since 1970, daily vehicle trips are up 110% and the number of cars on the road is up 147%.
- OAAA reports, "both national and regional brands have shifted a significant portion of advertising dollars to grassroots promotions."
Source: National Public Transportation Association, Outdoor Advertising Association of America (OAAA)

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- Mobile billboards boost name recognition 15 times greater than any other form of advertising.
- Mobile advertising generates 2 times more attention than a static billboard.
- 96% of survey respondents said mobile outdoor advertisements are more effective than traditional advertisements.
- Mobile advertising captures heavy commuters: 27% of the heaviest commuters do not read a newspaper and 74% do not watch TV news. Heavy commuters tend to make more money, drive more, have higher education, and are likely to have children.
- In a media survey, mobile billboards had the highest recall rate (97%).
Source: Product Acceptance and Research Inc., Perception Research Services, American Trucking Assoc. Study, Arbitron Outdoor Study, RYP & Becker Group

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- Whether targeted to pedestrians or vehicle passengers, outdoor media have the power to reach mobile consumers. Outdoor media can play a critical role in a media plan by reaching consumers who receive less exposure from traditional channels such as print and/or broadcast.
- Outdoor media not only have significant reach, but they can generate extremely significant frequency exposure among heavy commuters and vehicle drivers/passengers.
- Mobile/transit products are visible at all hours, with particular strength during rush hour. Displays reach people traveling...offering extremely targeted outdoor messaging solutions designed to reach target customers.
Source: Arbitron Outdoor Study, Outdoor Advertising Association of America (OAAA)

Proactive – Persistent - Pleasing

Regular ad. programs:

Weekly Rush Hour Package -

Ads are displayed (M-F) during morning, lunchtime, and evening rush hours in the busy downtowns and highways of The Montreal & Toronto and the surrounding area

Night life / weekend feature -

Ads are displayed at the hippest restaurants, “hot spots”, and Night time events in The Montreal & Toronto and the surrounding area. Routes are flexible and constantly changing, based on the special events that occur throughout the Montreal & Toronto and the surrounding area that draw the largest crowd.

Custom programs:

conventions -

The Montreal & Toronto and their surrounding area are the world’s most popular destinations for business conventions and expos. Day and night, only during the convention, our vehicles will display your targeted billboards to attendees at the convention center and the popular hotels, restaurants, and entertainment venues.

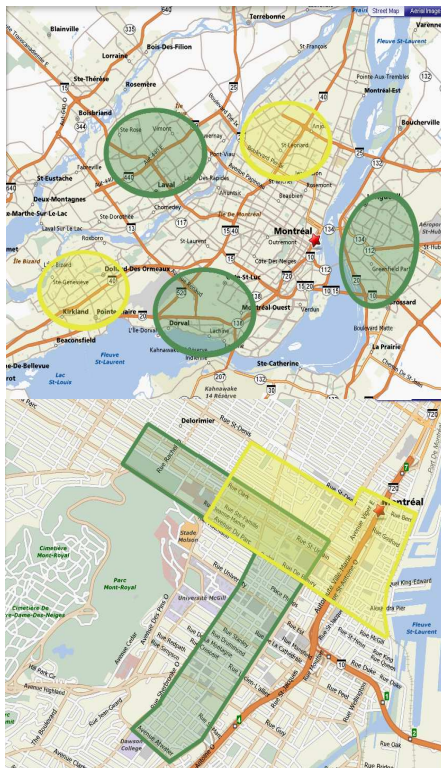
sporting events / concerts / festivals -

Want to specifically target tens of thousands of sports fans, music lovers, and other enthusiasts?...we’ll tailor an ad. program to your needs.

Advertising routes

Montreal

Toronto



Montreal Route Highlights:

Between Atwater and St-Laurent (on Ste-Catherine or Rene Levesques) Crescent street. St-Laurent or St-Denis North to Mont-royal west, South on Ave. Du Parc, West on Sherbrooke to Atwater also Gay village and Old Montreal.

Toronto Route Highlights:

Audience characteristics	
18+ Population	320,000
High Daily Traffic	80,000
Downtown Traffic	35,000 + 45,000 cars
Individual Earned Income (IEI)	
4-Year Degree	\$72,000 (2004)
Graduate Degree	\$90,000 (2004)
Weekly Impressions	650,000

Audience characteristics	
18+ Population	1,500,000
High Daily Traffic	160,000
Traffic	30,000 + 130,000 cars
Individual Earned Income (IEI)	
4-Year Degree	\$90,000 (2004)
Graduate Degree	\$120,000 (2004)
Weekly Impressions	1,200,000

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Size	Location	weeks	sec.	S date	E date	Montreal	Toronto	Space
2 X (5' X 10') + 1 X (5'X5')	3 sides panels	1	10			\$1,950	\$2,950	2nd to 5th
2 X (5' X 10') + 1 X (5'X5')	3 sides panels	4	10			\$6,950	\$9,950	2nd to 5th
2 X (5' X 10') + 1 X (5'X5')	Inside view	4	10			\$8,950	\$12,950	1st or 6th
2 X (5' X 10') + 1 X (5'X5')	3 sides panels	8	10			\$12,950	\$15,950	2nd to 5th
2 X (5' X 10') + 1 X (5'X5')	Inside view	8	10			\$15,950	\$18,950	1st or 6th
2 X (5' X 10') + 1 X (5'X5')	3 sides panels	12	10			\$18,950	\$22,950	2nd to 5th
2 X (5' X 10') + 1 X (5'X5')	Inside view	12	10			\$22,950	\$25,950	1st or 6th

Special events Montreal F1GP - Jazz fest / Toronto INDY -Carabana etc... additional charges for special events

2 X (5' X 10') + 1 X (5'X5')	3 sides panels	3 Days	10			\$1,950	\$2,950	2nd to 5th
2 X (5' X 10') + 1 X (5'X5')	Inside view	3 Days	10			\$3,500	\$4,500	1st or 6th

Full wrap non-exclusive (including 3 Scrolling panels) 2 X (5' X 10') + 1 X (5'X5') *FW-NE

Truck & Box (20X8)	*FW-NE	4	10			\$12,500	\$17,500	
Truck & Box (20X8)	*FW-NE	8	10			\$23,000	\$32,500	
Truck & Box (20X8)	*FW-NE	12	10			\$32,500	\$37,500	
Truck & Box (20X8)	*FW-NE	16	10			\$40,000	\$52,500	

Full wrap exclusive (including 3 static or up to 7 Scrolling panels) 2 X (5' X 10') + 1 X (5'X5') *FW-E

Truck & Box (20X8)	*FW-E	4	10			\$50,000	\$55,000	
Truck & Box (20X8)	*FW-E	8	10			\$95,000	\$105,000	
Truck & Box (20X8)	*FW-E	12	10			\$130,000	\$145,000	
Truck & Box (20X8)	*FW-E	16	10			\$165,000	\$190,000	

All adverts are displayed 3 times every minute for 10 Sec.--- The Adverts are seen ~180 Times/Hour -- ~1800 times a day

Printing costs are paid by the client \$775 for 3 reusable backlit panels 2 X (5' X 10') + 1 X (5'X5') / Full Wrap \$8000

Bluetooth marketing campaign \$4000/4 weeks ----- Scroll a sound \$4000/4 weeks

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START DATE:

END DATE:

CITY:

OF WEEKS:

FORMAT: ALL 3 SIDES ALL 3 SIDES

10 SEC. 10 SEC. (inside view)

time every minute time every minute

TECHNICAL INFO:

2 X (H60" X W124")

1 X (H60" X W62")

PAYMENT TERMS: IMMEDIATE UPON RECEIPT OF INVOICE

COPY DEADLINE: ASAP or 2 weeks prior to campaign start date

TOTAL ADVERTISING COST: \$ Net / 1 Month

SCROLL A SOUND: + \$ 4000 Net / 1 Month

BLUETOOTH CAMPAIGN: + \$ 4000 Net / 1 Month

TOTAL: \$ Net

OF Months: X 1 ... 2 ... 3 ... 4 ... Months

TOTAL PACKAGE: = \$ CDN Net

REPRODUCTION COSTS: + \$775 CDN Net

GRAND TOTAL: \$ + TAXES

THIS ORDER CONSTITUTES A LEGAL AND BINDING CONTRACT

Company: _____

Name: _____

Please Sign Below

Signature: _____

Sales Rep: _____

Date: _____

Tel: _____

Fax: _____

Make cheques payable to:

All payments are due up on signing.

Mediabids.ca inc.