



**MEDIA KIT  
2013**

*TrailerSkirtAds.com*



### About Trailer Skirt Ads

You've discovered one of the newest and most effective ways to reach 100's of thousands of customers each week. With highly visible - low cost interchangeable moving billboards. Trailer Skirt Ads customers are placed on Prime Inc. refrigerated trailer equipment reaching 48 states, Canada and Mexico.

Prime Inc. is the largest refrigerated, flatbed, tanker, intermodal & logistics trucking company in North America and provides state-of-the-art equipment. Prime has been in the business since 1970 and has a reputation for having the cleanest and safest fleet on the nation's highways. Prime un-tethered trailer tracking technology helps provide ad customers with detailed reports.

Our Trailer Skirt Ad system offers:

- Low Cost Set Up
- Regional & National
- AD Tracking Reports
- ADS Constantly Moving
- Large 16ft x 2ft car level visibility
- Real-Time Application & Removal
- Ad Design Services
- Durable Full Color Printing
- Volume Discounts



### Pricing



### Pricing Options - Per Month

	3-5 months	6-11 months	1 year	2 year	3 year
1-4 trailers	\$650	\$600	\$550	\$500	\$450
5-9 trailers	\$600	\$550	\$500	\$450	\$400
10+ trailers	\$550	\$500	\$450	\$400	\$350



## Calculating Impressions

Gross Rating Point (GRP): The total number of impressions delivered by a media schedule, expressed as a percentage of the population. GRP's for Outdoor generally refer to the Daily Effective Circulation (DEC) generated by poster panels divided by the market population. Often used interchangeably with "showing". One rating point represents a circulation equal to 1% of the market population. This is a daily percentage of persons who theoretically see an AD.

Advertising exposure to Outdoor Advertising is called Daily Effective Circulation (DEC). DEC is computed by using factors which calibrate period of exposure, directional traffic and vehicle occupancy. When appropriate, pedestrian traffic is also included.

Non-illuminated displays are allowed 12 hours of exposure, while illuminated displays are allowed 18 to 24 hours depending upon whether the lights are turned off at midnight or daybreak.

All two-way traffic is converted to effective directional traffic and DEC further converts traffic counts to people exposure. The current load factor used for adult 18+ vehicle occupancy is 1.38.

Official counts are generally available from departments of transportation at city, county or state agencies. State counts are taken on most roadways in three-year cycles, while city and other regional agencies provide new data less frequently. Factors used for converting official 24-hour traffic counts to DEC's are shown below.

### Factors Used to Convert Official 24-Hour Counts to DEC

Period of Exposure Factor

24 hours .69

18 hours .656

12 hours .46

### Derivation of Factors for Official Counts

Period of Exposure Formula

24-hour =  $100 \times 1.38 / 2 = .69$

18-hour =  $100 \times .95 \times 1.38 / 2 = .656$

12-hour =  $100 \times .66 \times 1.38 / 2 = .46$

.95 = percentage of the total daily traffic that passes in an 18-hour period

.66 = percentage of the total daily traffic that passes in a 12-hour period

Convert 24 hour count of 27,600 to 12-hour DEC

$27,600 \times .46 = 12,696$  DEC's

\*Source: Traffic Audit Bureau

\*OAAA Outdoor Media Math Formulas 2006

Based on the ABOVE formula and Prime's current Refrigerated Freight Network – Trailer Skirt Ads measure approximately 33,000 impressions per day.

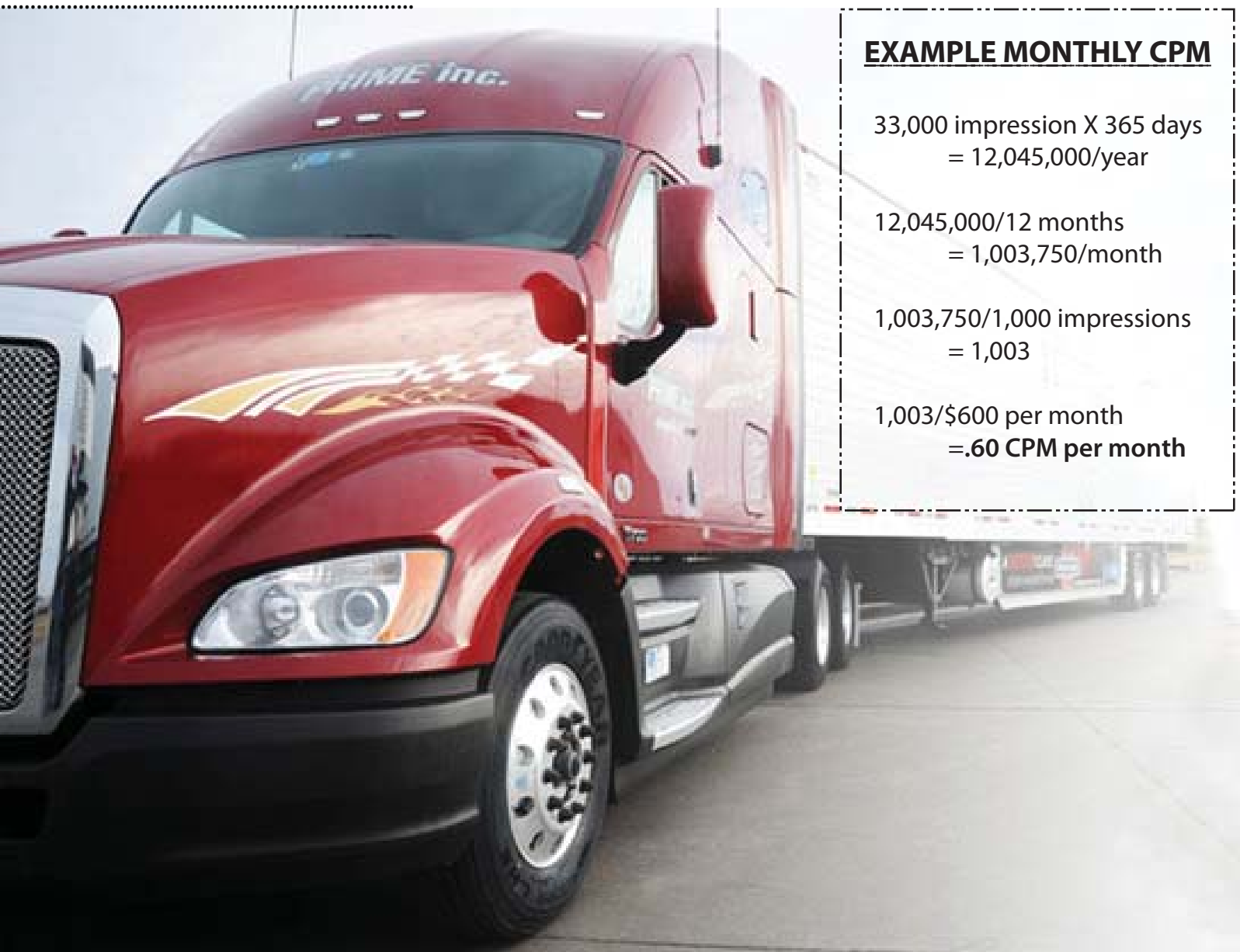
## Frequently Asked Questions

What makes your Trailer Advertising different from those of the past?

- Trailer Advertising used to be limited to the physical sides (or rear) of trailers and it not only proved to be costly for the customer but a logistical nightmare to remove/replace in a timely manner for the carrier.
- Trailer Skirt Ads patent pending removal/replacement system changes all of that and allows advertisers the flexibility and unique advertising medium that they're money deserves.

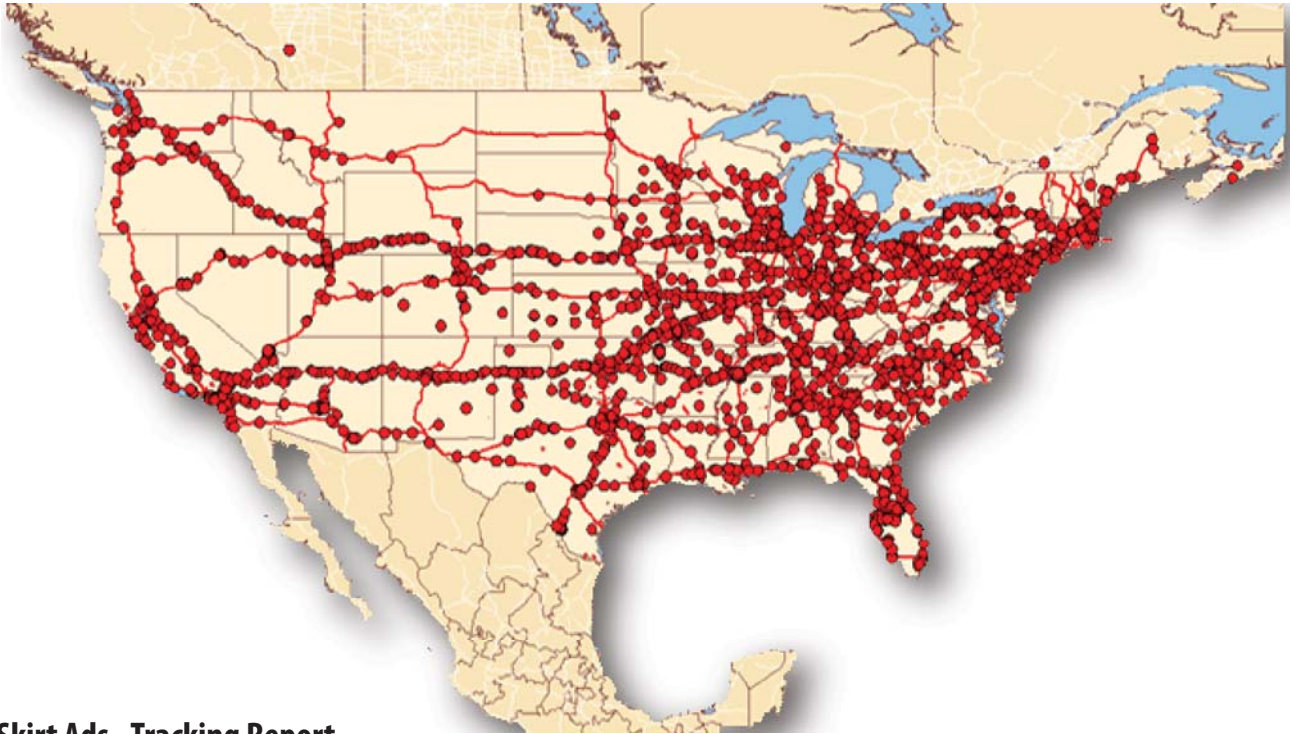
What if my ad gets damaged?

- Trailer Skirt Ads will replace all damaged ads immediately at no cost. We will also change out the damaged ad at the time of damage, so there is zero transit with advertisement in bad shape.



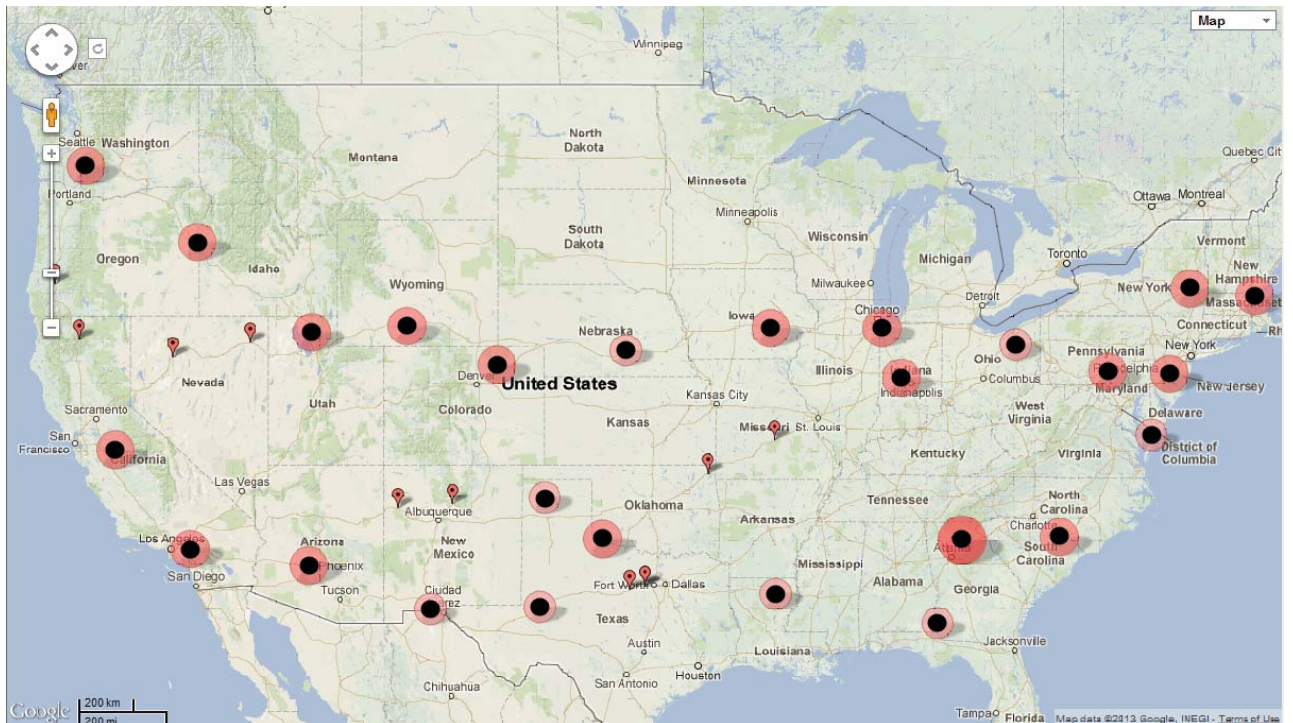
## Prime Inc. Freight Network

Snapshot of Prime's Refrigerated Trailers in transit on a given day in time. The picture below was taken on a Monday in March 2013.



## Trailer Skirt Ads - Tracking Report

Snapshot of an Ad Trailer at the end of a one month period inside Prime's Freight Network. The dots represent the amount of pings to the trailer's tracking device made by Trailer Skirt Ads staff.



## Ad Specs

- 1) Art must be print res PDF, EPS, Adobe Illustrator (.ai), or Tiff formats. All fonts must be rasterized.
- 2) Must be designed to 2ft tall x 16ft wide at 300 dpi, or proportional if vector art. CMYK or RGB.
- 3) Send DVD of files to 2740 N. Mayfair, Springfield, MO 65803 attn: Clayton Brown or we can provide a ftp location to retrieve the files.
- 4) Keep all important graphics, text and contact info at least 3 inches from the trim size edges.



## Contacts

