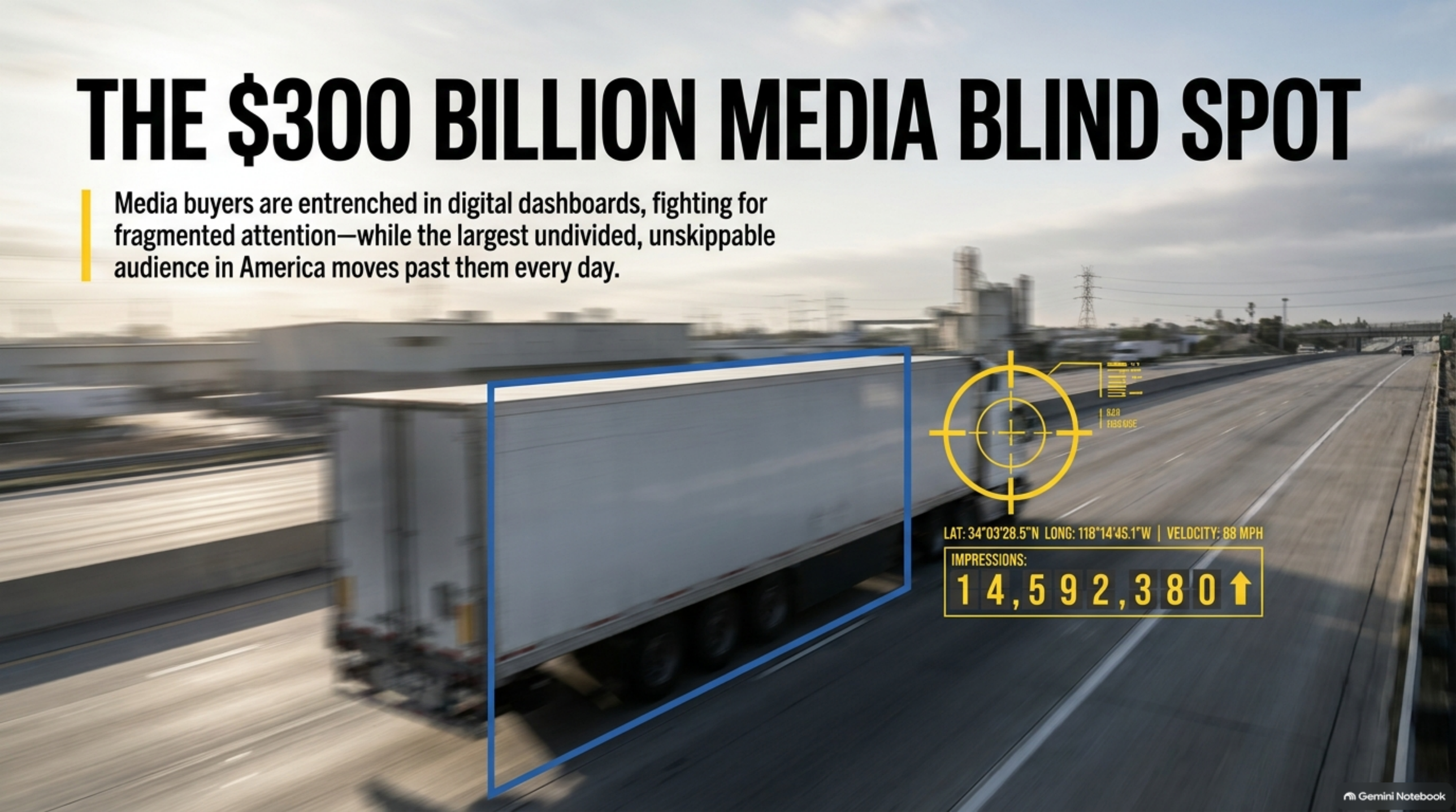
THE $300 BILLION MEDIA BLIND SPOT

Media buyers are entrenched in digital dashboards, fighting for fragmented attention—while the largest undivided, unskippable audience in America moves past them every day.



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THE MYTH OF THE SERVED IMPRESSION

THE DIGITAL DEFAULT



- 300x250 pixels
- Loaded below the fold
- Filtered by ad blockers
- Triggered by bot traffic
- Triggered by bot traffic
- Measured as served

THE PHYSICAL REALITY

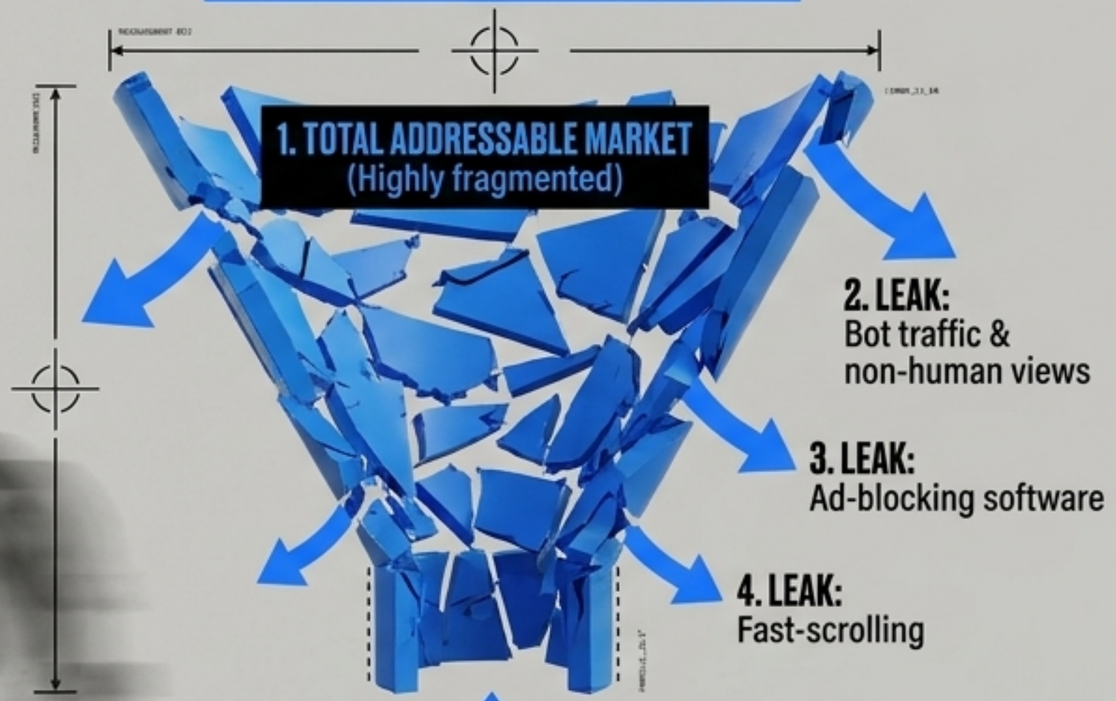


- 30 x 264 inch continuous surface
- 53-foot moving canvas
- Operating at direct eye-level
- Inevitable 3-to-5 second exposure
- Measured as experienced

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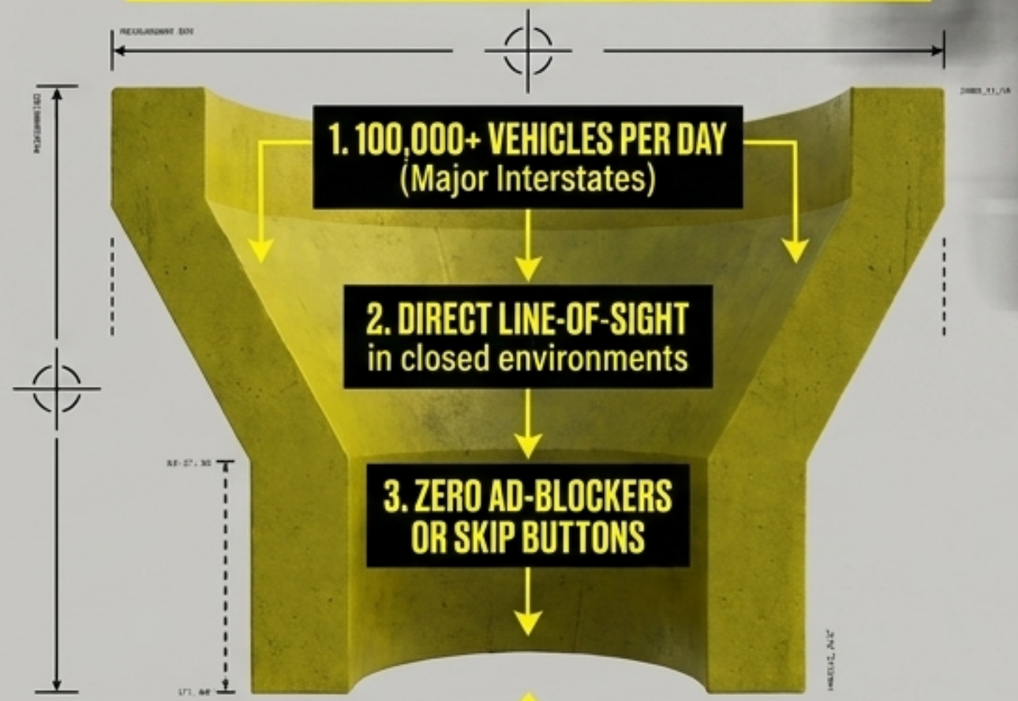
THE IMPRESSION FUNNEL: LEAKY PIXELS VS. UNSKIPPABLE PRESENCE

THE LEAKY DIGITAL FUNNEL



FINAL YIELD:
50% VIEWABILITY STANDARD
(1 second on-screen)

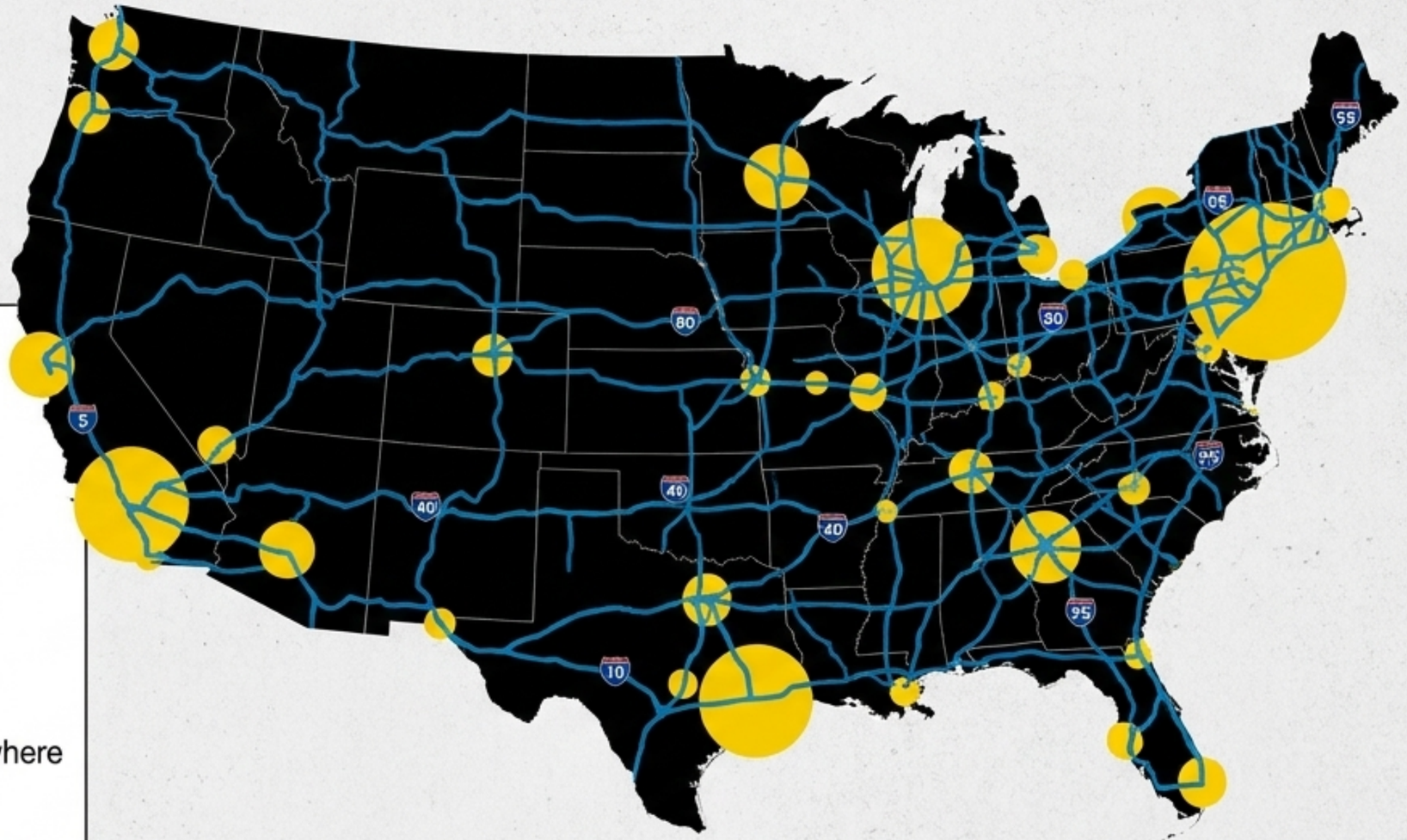
THE UNSKIPPABLE PHYSICAL FUNNEL



FINAL YIELD:
91% DOCUMENTED AUDIENCE RECALL

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THE LAST UNDIVIDED AUDIENCE IN AMERICA



The Audience:
280 million registered vehicles.

The Core Channel:
140 billion miles driven annually by 3.5 million professional operators.

The Strategic Advantage:
Bypasses social media algorithms and streaming bubbles. It reaches commuters, families, and B2B logistics professionals simultaneously, in a physical environment where digital resistance mechanisms do not exist.

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SCALE COMMANDS ATTENTION. COMMERCE COMMANDS RESPECT.

91%

Audience Recall (OAAA Industry Benchmark)

People notice words and pictures on truck fleet vehicles. The format commands attention by its sheer physical scale and motion.

56%

Brand Equity Effect (ATA Research)

People who see an ad on a truck perceive the advertising company as successful. Challenger brands inherit a subconscious association with scale, reliability, and commerce that no digital banner can replicate.

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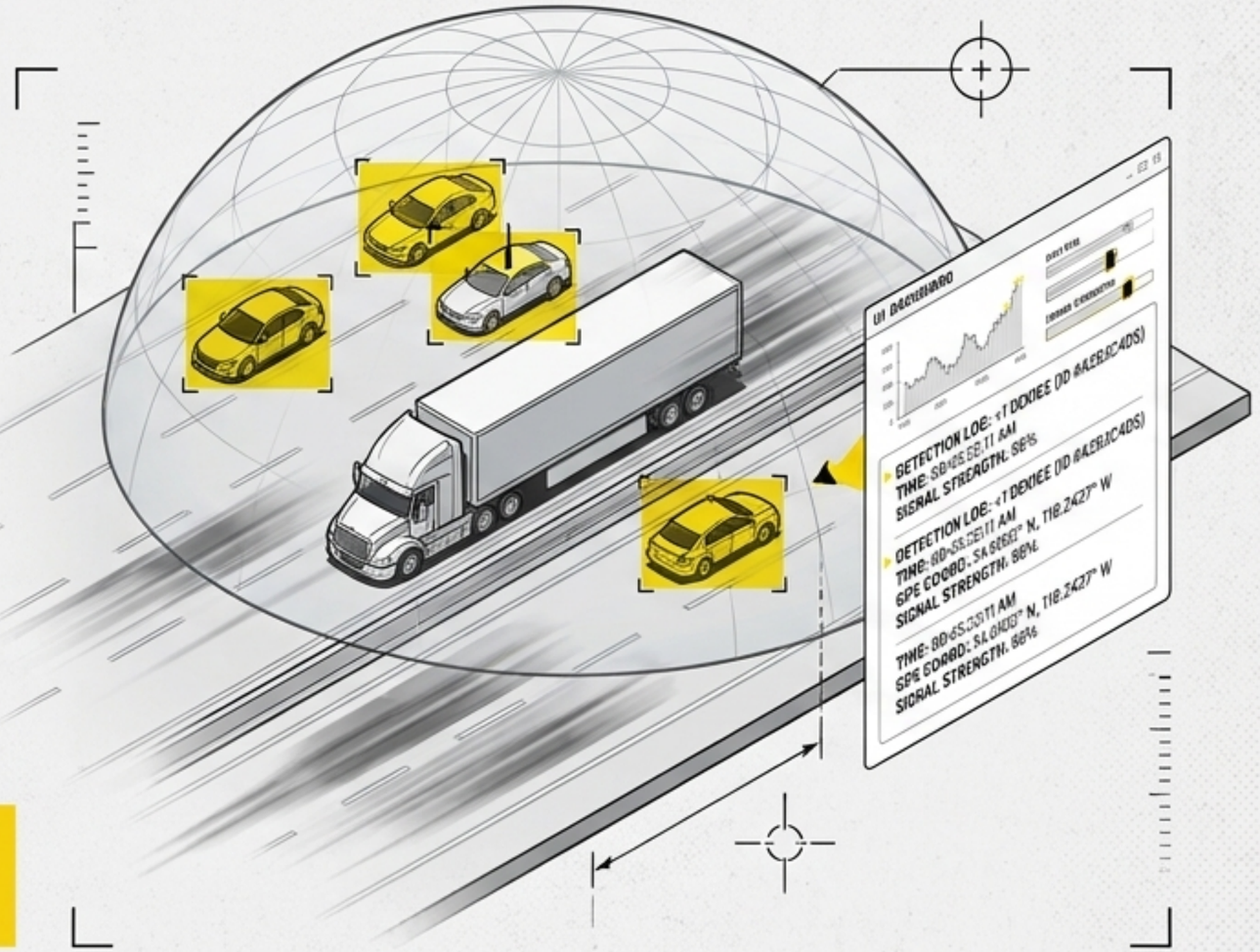
THE END OF MODELED ESTIMATES: REAL-TIME DEVICE DETECTION

The Old Standard (Traffic Audit Bureau):

Modeled estimates based on AADT (Annual Average Daily Traffic) and demographic approximations.

The New Standard (SMART COUNT):

- **1,000-Foot Passive Detection:** Direct counting of smart devices within range of the moving truck.
- **Time-Stamped Verification:** Real-time audience data, not historical traffic models.
- **GPS Route Overlays:** Verifies exact DMA coverage and route compliance.

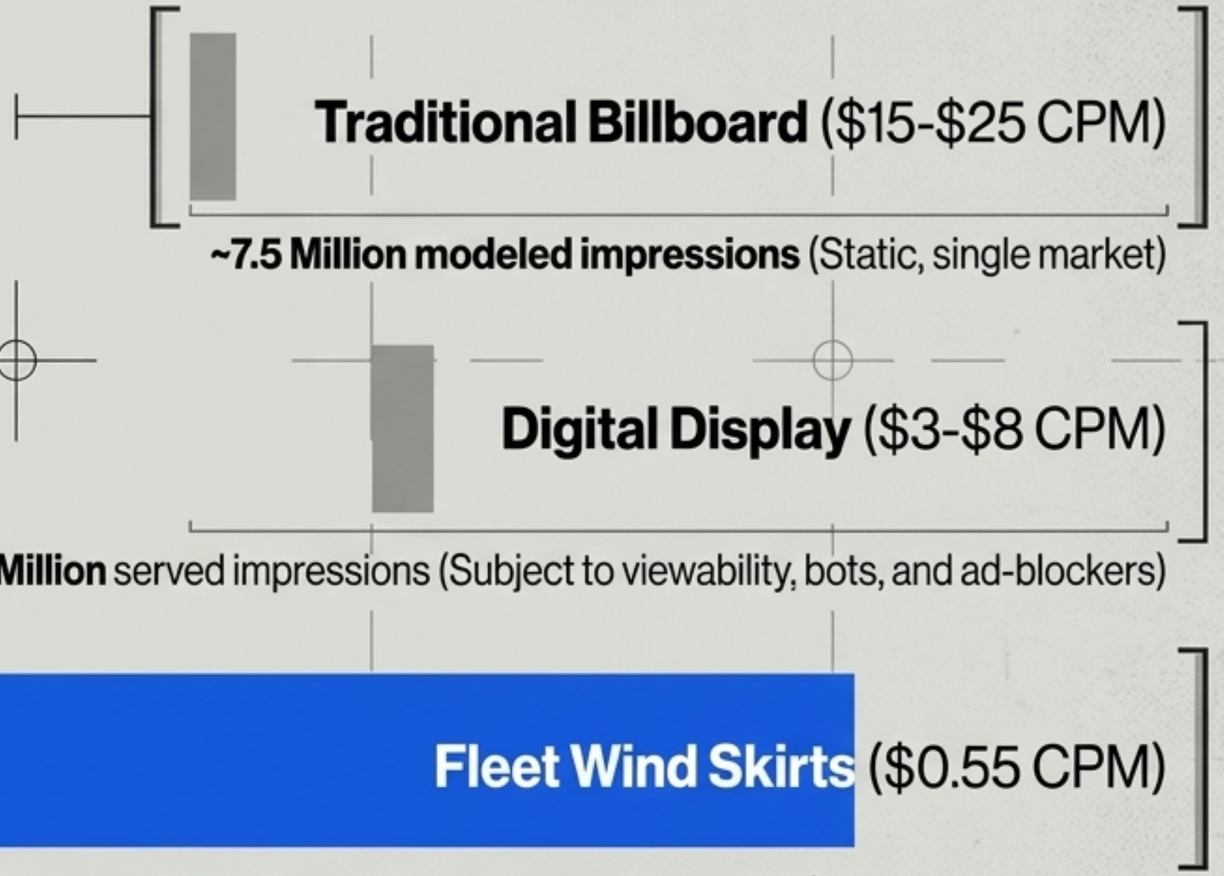


Bottom line: Fleet advertising now meets the measurement rigor and empirical verification of digital platforms.

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THE $150,000 ARBITRAGE: PURCHASING POWER COMPARED

What $150,000 buys your brand today:



~272 Million VERIFIED impressions (Multi-market, 91% recall, unskippable physical presence)

~272 Million VERIFIED impressions (Multi-market, 91% recall, anen physicali presence)

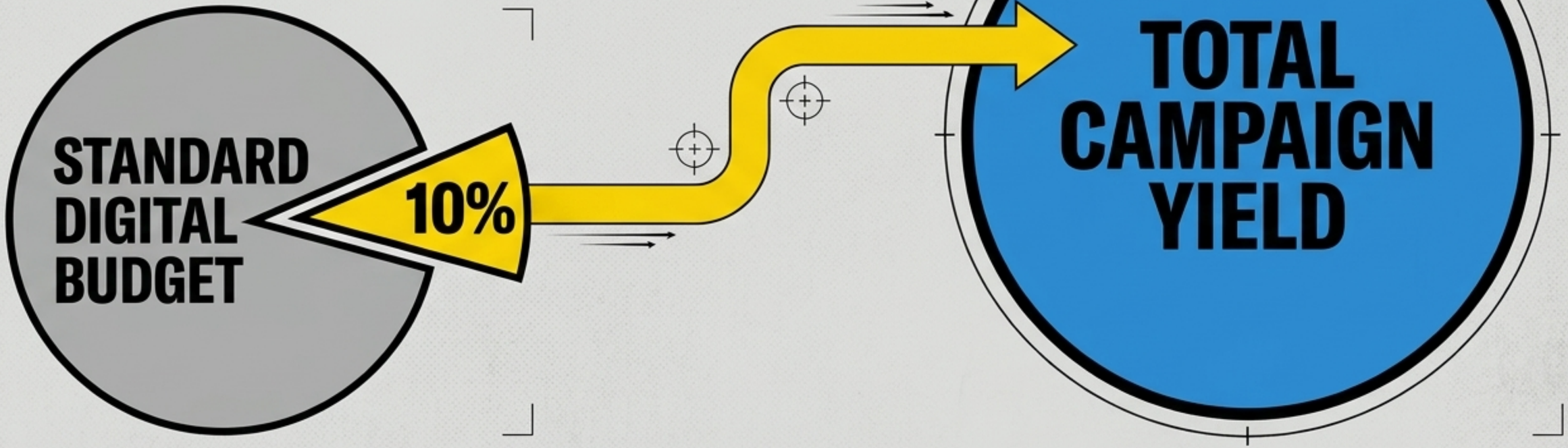
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THE OOH EFFICIENCY COMPARISON MATRIX

	Digital Display	Traditional Billboard	Fleet Advertising
CPM	$3 - $8	$15 - $25	**$0.55**
Recall Rate	10% - 25%	55% - 75%	**91%**
Audience Fragmentation	Extreme (Algorithms/Platforms)	None (Fixed Location)	**None** (Aggregates Interstates)
Measurement Standard	Served Impression (Subject to viewability loss)	Modeled Traffic Estimates	**Verified Device Detection** (SMART COUNT)
Unskippable Dwell Time	Fleeting / Skippable	1 - 2 seconds (Drive-by)	**3 - 5 seconds** (Matching speed)

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RECLAIMING THE BUDGET: THE 10% SHIFT



THE SCENARIO

Shifting just 10% of a digital display budget into fleet wind skirt advertising.

Adopting fleet advertising does not require abandoning digital. It requires shifting budget to an underpriced asset.

THE RESULT

Increases total campaign impression volume while simultaneously decreasing the total campaign cost-per-impression.

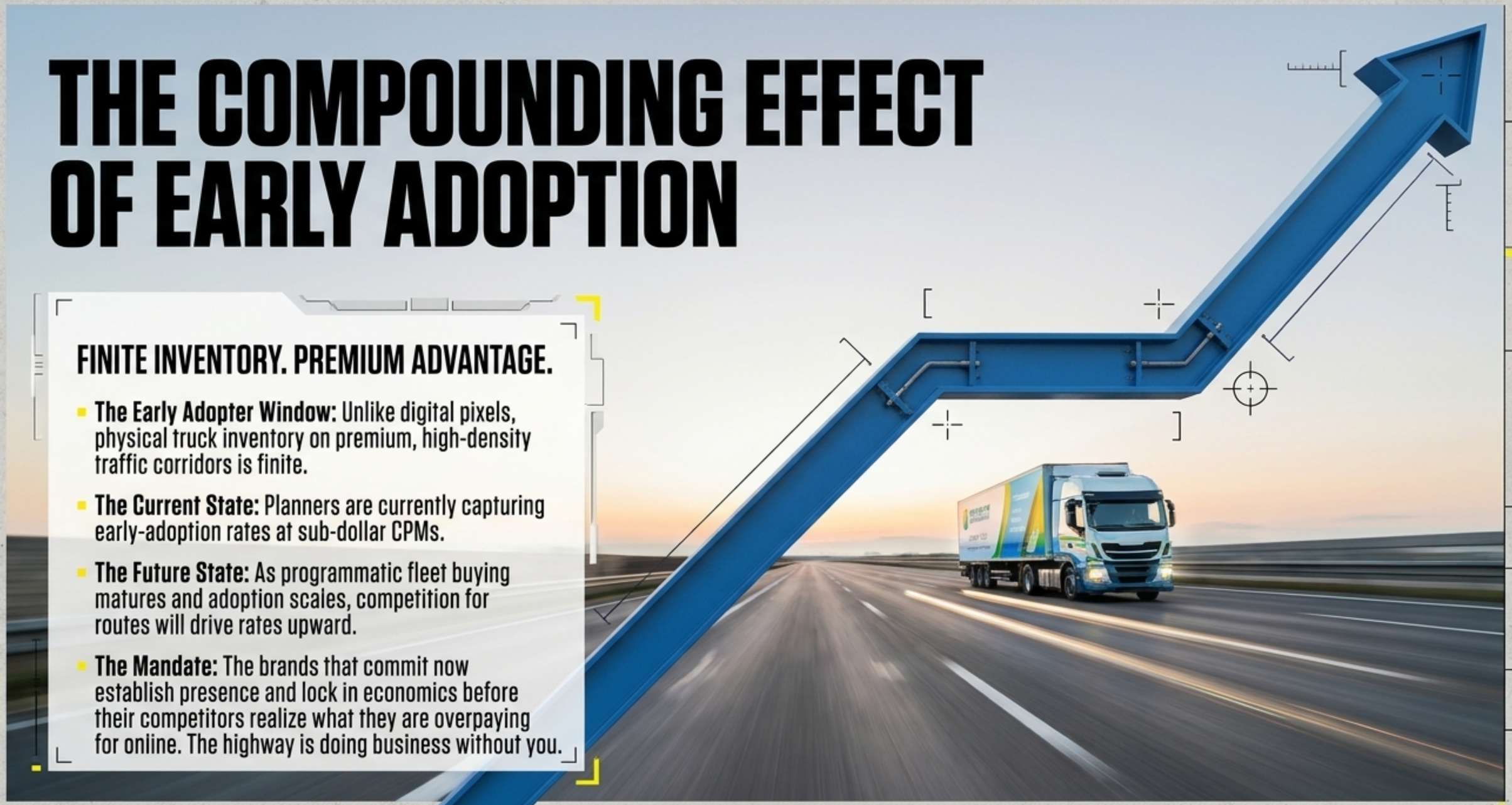
THE SCALE

50 trucks on the road for 12 months generate ~550 million impressions for roughly $300,000.

Purchasing equivalent reach in premium programmatic would exceed $4 Million.

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THE COMPOUNDING EFFECT OF EARLY ADOPTION



FINITE INVENTORY. PREMIUM ADVANTAGE.

- **The Early Adopter Window:** Unlike digital pixels, physical truck inventory on premium, high-density traffic corridors is finite.
- **The Current State:** Planners are currently capturing early-adoption rates at sub-dollar CPMs.
- **The Future State:** As programmatic fleet buying matures and adoption scales, competition for routes will drive rates upward.
- **The Mandate:** The brands that commit now establish presence and lock in economics before their competitors realize what they are overpaying for online. The highway is doing business without you.

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