



You Can't Help But Look™

www.RubberNeckAds.com

(860) 290-9665



Driving Your Message Home

You Can't Help But Look™

Mobile Media Advertising gets your company noticed. Taking your message "mobile" with Rubber Neck Ads brings your brand, name, and image directly to your customers. Mobile billboard advertising can go places that other advertising mediums can't.

Our unique combination of designated route targeting, "On the Spot" visibility, and customer interactivity will make your message stand out not only among your competition, but all other methods of advertising. Use Rubber Neck Ads for a Branding Campaign, Promotional Campaign, Special Event Campaign, or a General Advertising Campaign.

With Rubber Neck Advertising - You Just Can't Help But Look!

Team Rubber Neck

Rubber Neck Ads is in the business of getting its clients noticed through a variety of unique advertising opportunities. Our seasoned staff blends advertising expertise with years of experience in regional traffic patterns and demographics to create the most effective driving routes possible for any campaign.

With a modern fleet of billboard trucks centrally located in Hartford, Connecticut, we have the ability to maximize exposure on some of the most heavily traveled interstates throughout the Northeast. If you need a more immediate impact, allow Rubber Neck Ads to provide supporting promotion at tradeshow, sporting events and other activities at events and venues throughout New England.

- Attention Grabbing Vehicles
- Night-Time Illumination
- Lowest Cost Per Impression
- Highest Rate of Retention
- An Incredible 97% Recall Rate
- High Fidelity Sound System
- GPS Performance Tracking Report
- High Visibility - Immediate Impact
- Location, Location, Location
- The Ad Campaign They'll Remember



Why Rubber Neck

Marketing That Makes You Look

Each day we are bombarded with corporate messages, repetitive branding, slogans, and sound bites. Our lives are so busy that we can no longer selectively filter out these messages, so instead we ignore all of them.

Rubber Neck Ads are different. Considering today's focused advertising demands and the overwhelming desire to reach specifically targeted markets, Rubber Neck Ads' mobile billboards are the most effective way to reach your audience and make them take notice. With greater exposure than traditional outdoor advertising and the ability to go beyond the reach of any stationary billboard, the possibilities are limitless.

Effortless and Efficient – Go Mobile

Take advantage of Rubber Neck Ad's cost effective outdoor mobile media campaigns that have a greater cost per impression compared to other advertising media. With a focus on New England, our modern mobile billboard vehicles have the ability to deliver your message where you want, when you want, and how you want.

Bullseye Every Time – True Target Marketing

Let us know which demographic profile and/or geographic area you wish to target, and let our team strategically plan routes that will achieve the greatest impact to your audience. Our huge 10' x 22' foot message size offers greater penetration and market dominance. Campaigns can be as specific as a city, zip code, or street corner.

Convenience That Counts – We're Flexible

Rubber Neck Ads can run your advertising campaign at any time of day, any day of the week. Morning Commute... no problem. Outside the theater... no problem. Circling an outdoor festival... no problem. Cruising your new location... no problem. Give us a route or we will design one for you that capitalizes on traffic volume, demographics and targeted markets and then leave the driving to us.

Shaking Hands and Kissing Babies – Interactivity That Works

Night-time illumination, exterior high fidelity sound, and a professional driver to hand out giveaways, branded specialty items, coupons, brochures, or even product samples when our mobile billboards are parked. The simple fact is that a personal touch strengthens your connection with the customer and creates a higher retention of your message.



Dare To Compare

Compare Your Advertising Options

Rubber Neck Ads – An Impression They'll Remember

No other advertising media creates an impression like a Rubber Neck Ads mobile media campaign. As our slogan implies, "You Can't Help But Look™". When your message is presented with a Rubber Neck Ads Mobile Billboard it will definitely be remembered.

Dare to compare a Rubber Neck Ads campaign with other types of advertising. Are you passively waiting for your customers to come to you? Or are you actively utilizing a "true marketing campaign" that brings your customers to your door?

Stationary Outdoor Media:

- Can't Always Get the Location You Want
- Numerous Locations Multiply Costs Significantly
- Stationary Outdoor Media Blends into the Landscape
- Passive Media – Customer Must Come to You
- People "Tune Out" Billboards to Keep Eyes on the Road
- Usually Require a Long Term Contract

"Tri-Vision" Truck Outdoor Media:

- Plain Looking Box Truck Design
- Message has Splits and Seams
- Message Flips Every 10-12 Seconds

Magazines and Newspapers:

- Costly and Difficult to Track
- Inability to Directly Target a Market
- Flat Media – Doesn't Stand Out on the Page
- Passive Media – Customer Must Come to You

Radio and Television:

- Can be "Tuned Out" or "Turned Off"
- Inability to Directly Target a Market
- High Cost Per Impression
- Are "They" Watching when "You're" Advertising?
- Passive Media – Customer Must Come to You

Yellow Pages:

- Competitors Ad is Right Next to Yours
- Difficult to Differentiate Your Product or Service
- Big Ad Equals Big Dollars
- Same Message "locked-in" for a Full Year

Rubber Neck Ads are on the road. Our unique looking vehicle will get your attention, and our stunning graphics will penetrate your message.

A Rubber Neck Ads Mobile Billboard is sleek and unique. Your message is constantly displayed for maximum visibility, impact, and retention.

A Rubber Neck Ads campaign gets noticed. Its sheer size dominates the landscape, and its "one of a kind" look grabs your attention.

Customer can't "tune out" or "turn off" a Rubber Neck Ad. Your ad is right in front of your customer – commanding their attention with its unique delivery method.

A Rubber Neck Ads campaign separates you from the competition. A huge 10' x 22', four color, high-resolution image that always gets noticed.



Artwork Specifications and Production Information

Marketing That Makes You Look

Billboard Specifications/Scale:

- Layout size is 10' x 22'.
- If possible, provide layout in a scale of 1/2" equals 1 foot.

Layout Software & File Formats:

- QuarkXPress (up to Version 4.1)
- Adobe Illustrator (up to Version 9.0)
- Corel Draw! (only if exported as Adobe Illustrator format with type converted to outlines)
- Adobe Photoshop (up to Version 7.0)
- Please supply logos or other linework illustrations in one of the above formats, not as bitmapped art, when possible.

NOTE: Avoid embedding EPS files within EPS files.

Bleed:

- Option (no additional cost)
- 1/2" (equal to 1 foot on final print) on each side.
- Do not place any type closer than 3" from the visible edge at actual size, or 1/8" on layout.

Fonts/Typefaces:

- Include both screen and printer fonts for all fonts used in all your files. Fonts will be discarded after job is processed.
- With Illustrator files, it is recommended that you convert your text to outlines/paths.

Color Call-Outs:

- Please specify all colors using PMS callouts
- If you must specify your colors using CMYK percentages, please provide a color hardcopy with which to match.
- In graduated blends, please specify starting and ending colors.

Output of Layout:

Please send a black and white or color output (preferred) of your layout with your disk.

DIGITAL PICTURE FILES

Image File Resolution:

If you supply digital picture files, please supply the image file in the following scale and resolution:

- 1" = 1' scale: 108 dpi
- 3/8" = 1' scale: 324 dpi
- 1/2" = 1' scale: 216 dpi
- 1/4" = 1' scale: 432 dpi

NOTE: Scale and resolution are critical parameters. Include bleed when required. Greater resolution or larger files will not provide a gain in quality of reproduction.

Image File Color Modes:

- Must be CMYK
- If your file is RGB, Duotone, Grayscale or Bitmap, please convert to CMYK. (CAUTION: Mode changes may produce unexpected or unacceptable color shifts that may not be detectable on a monitor.)

Image File Formats:

- EPS, TIFF, Photoshop, Scitex
- JPEG, PICT (not recommended)
- Do not provide type, logos or other linework as bitmapped art.

Color Match:

For raster picture files, you must provide us with an accurate color hardcopy for color-matching purposes.

Storage Media:

3 1/2" Floppy • Iomega Zip • Iomega Jaz • CD-ROM
Please provide a printed file directory of the disk.

Layout Suggestions:

When designing a mobile billboard, less is more. The average person will view a mobile billboard advertisement within a 6-12 second timeframe. Keep your artwork simple and clean, and your message short and direct. Whenever possible, keep any type at least 1' away from any artwork.

Have Your People Call Our People

For a custom Mobile Advertising Campaign quote,
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