



*DRIVING YOUR BUSINESS PAST YOUR COMPETITION*  
**2013 MEDIA KIT**  
BALTIMORE WASHINGTON BILLBOARDS



# **“Where You Want, When You Want.”**

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- We can bring your advertisement where your consumer lives, works, shops, and plays with nationwide capabilities.
- Have the power to access areas where stationary billboards are not allowed or unavailable.
- They can't turn us off or throw us away!
- We travel peak times and crowds are our friends.



# A Better Advertising Solution

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- At dusk, high intensity illumination assures the impact of your ad message.
- Don't wait for your consumer to come to your ad, let us bring it to them.
- Affordable and Reusable – we will even store the vinyl's for you for future campaigns'.
- Can take your message “where you want, when you want”



# Awesome Exposure

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## Ideal Advertising for:

- Concerts
- Major Metro Areas
- Sporting Events
- Political Elections
- Conventions
- Rush Hour Traffic
- Grand Openings
- Holiday Events
- New Product Introduction
- Sales Events



# 10 Great Reasons

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1. Billboard advertising works! It lives up to its promise, reaches more people than any other medium (apart from TV and perhaps web), and offers better value for money.
2. You can take your message directly to the areas where your customers are – there is no wasted advertising, which in turn means dollar per dollar this medium works harder and is more cost effective than most other mediums.
3. It is stand alone advertising – your message stands out from your competitors' unlike local paper and radio advertising.
4. Billboard Advertising cannot be thrown away, switched off or turned over which means it gets noticed and works for you all of the time.
5. No other form of local advertising can reach as many people at such a low rate per thousand, which means you can reach on average over 150,000 people over a week for less than ½ cent per person.
6. Billboards are always working, stationary or moving so there is no wastage.
7. Billboards are eye level and eye catching meaning people look directly at your message, which is pretty much the whole point of advertising in the first place.
8. The billboards are big, moving, unusual and unique, which means they cannot be missed and people can't help but look. This also makes mobile billboards excellent for branding.
9. You're advertising on a medium which is perceived to be very expensive which adds massive credibility from both your customers' and competitors' perspective.
10. We can cover a far greater area than other advertising mediums so you don't have to advertise in dozens of overlapping newspapers and radio stations and in the process pay over-the-top rates.



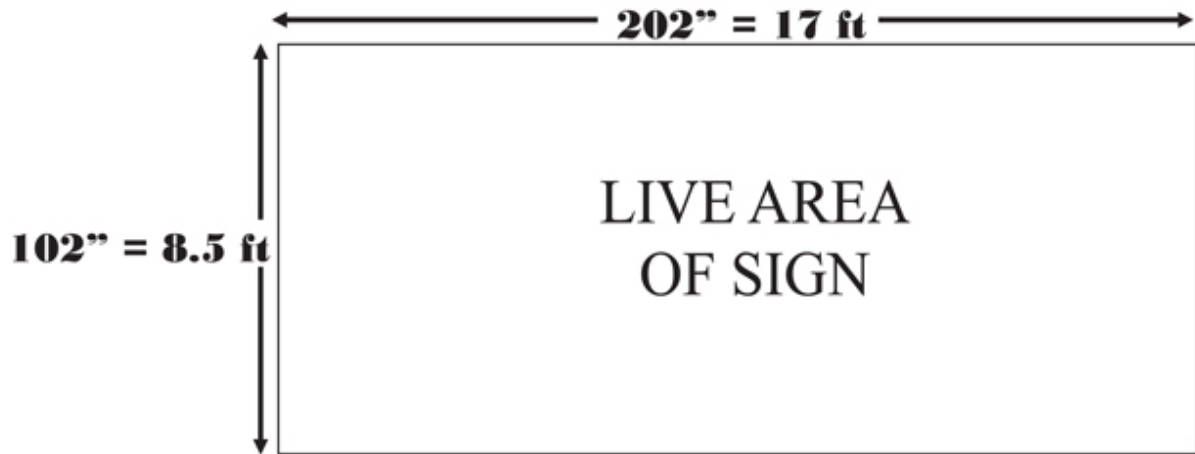
# Some of Our Clients

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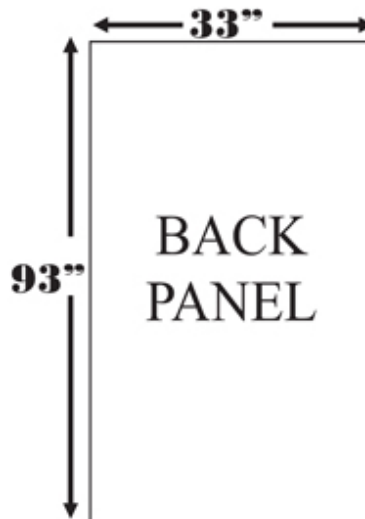


# Production Specifications

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**BLEED 8" TOP AND BOTTOM  
BLEED 12" LEFT & RIGHT ENDS**



# Contact

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