



The Sign Professional's Guide to Truckside Advertising

by Bret Mileski

*Tips, facts, stats,
and a basic business summary.
"The Bucks are on the Trucks!"*



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Author's Blogs
"Frame Guy Blog"
"Limitations to Possibilities"
[TypePad](#)

Bret Mileski is the founder of Ackland Media Systems. His career as a grass roots entrepreneur in non-traditional outdoor advertising spans over 2 decades. He served as VP of the Inflatable Advertising Dealers Association (IADA) and launched 1-800-Great Ad in 2001, which grew to over \$4.6 Million in revenue in just 5 years.

"You've got to SAY something – and it's got to MEAN something."

"In Business, it's not who you know – it's who knows YOU!"

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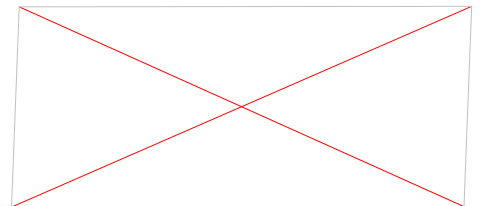


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This ebook is designed to equip you with a basic understanding of concepts and practices related to Truckside Advertising.

Box Trucks and Trailers provide large, highly visible surfaces which can be turned into eye-popping billboards. In fact, trucks are probably the most overlooked high-impact form of advertising anywhere. Read on and you'll see that there are **FORTUNES** hiding -- in plain sight.

Advertising on Trucks is effective and valuable for 2 primary reasons:

1. Their sheer size makes them Highly Visible **MASSIVE MEDIA**
2. The number of eyeballs that surround them make trucks a genuine form of **MASS COMMUNICATION**

MASSIVE MEDIA + MASS COMMUNICATION = A POWERFUL MARKETING MEDIUM



WHO CAN BENEFIT?



- **Signage Professionals**

- By selling product, artwork, digital printing, installation and maintenance services.

- **Owners & Operators of Trucks and Trailers**

- By selling the Advertising space to businesses who can benefit.
- By offering the Advertising Space as an incentive or “Competitive Edge” in order to acquire more transportation clients.
- By utilizing the Ad Space to sell a product or

- **Advertisers** (See “Truckside Stats” on pages 6-8)

Examples:



- **Fleet Owners** (or “Leasers”)
 - By Advertising company’s consumer products & services to the public.
- **Advertising Agencies**
 - By offering the high-value ad space to clients, (paying the truck owners) and earning commission

WHO CAN BENEFIT?

(Continued...)

- **Entrepreneurs**
 - By seeing the big picture and bringing all the parties together, acting as broker/liaison to create a unique and effective business model.
 - See next page for a **stunning opportunity....**

Got Clients?



Transportations Companies are **LOOKING** to Increase **Profits** (Just like everyone else!)

Decision Makers are Within Reach

Of the estimated 1.2 million trucking companies in the U.S., 97% operate 20 or fewer trucks, while 90% operate 6 or fewer.



Truckside Advertising

FLEET POTENTIAL



Sheer Numbers!

of the estimated 30 Million Trucks in North America, only about 15% carry Billboard-Style Advertising

IMAGINE

If 10% of US Sign Shops (about 2000) can convert just 1 out of 5 Trucks over 10 Years.

That's an extra \$12 Million in Revenue per Sign Shop \$1.2 Million / Annually, for 10 Years!!!
(\$24 Billion Total)



Visibility Sells! Changeable Graphics

Vendor-Sponsored Truckside Billboards

***Trucks are Big, Bold, Moving,
POWERFUL BILLBOARDS. Big Time Sales Tools.
We don't think of Trucks as "Delivery Vehicles"***

-- which can be used to advertise.

We see them as Advertising Vehicles

-- which can also carry stuff!



All that New Signage Technology is Nice...

(LEDs, Translucent Films, Stand-Offs, Vehicle Templates, POS Software, etc.)

But, seriously - the Bucks are on the Trucks.



DISPLAY METHODS

Format-

- Full Size: One advertiser per side
- Partial Size: Multiple advertisers per side

Display Systems-

- Decals (Pressure-Sensitive Stickers)
- Media Framing/Attachment Systems



Decals



Media Frame

Overall, Truckside represents an excellent and very lucrative opportunity for those who decide to get involved. There are several pieces to the Truckside puzzle which we will teach you in the following pages.

Once you have a basic understanding, you'll be better able to evaluate and determine just whether or not this exciting opportunity makes sense for YOU.





Why Truckside Advertising?

PHENOMENAL STATS!

In an Independent Study Conducted by the ATA (American Trucking Association):

- **96%** of targeted audience noticed the truckside advertising
- **98%** said Truckside Advertising had "more impact than billboards."
- **91%** said they noticed words and pictures
- **35%** said they looked closely at them
- **29%** said they would purchase a product they saw on Truckside Advertising
- **98% Recall Rate** - Virtually unheard of with other media!



"It's not who you know -- It's who knows YOU!"



Why Truckside Advertising?

- **Drive Time is BUY Time** - Most purchases are not made on impulse. Customers buy in their minds long before the money changes hands. *Drive Time is Buy Time!*
- **Moving Dynamic** - Everyone knows motion creates energy and attracts attention. Imagine your own 400 square foot message cruising by - not just moving - but COMMANDING the attention of thousands of people as they sit in the private theater of their own vehicle.
- **Massive Message** - a plain white truck is like a huge blank canvas that can promote and build awareness. If you have something worth saying, why not say it BIG?

ADVERTISE LIKE YOU MEAN IT!

“In our society, every visual space has been used to communicate important messages. From mouse pads to movie screens -- from coffee cups to supermarket receipts-- -- from bus stops to the very skies above. It’s only a matter of time - truckside billboards are coming of age.”

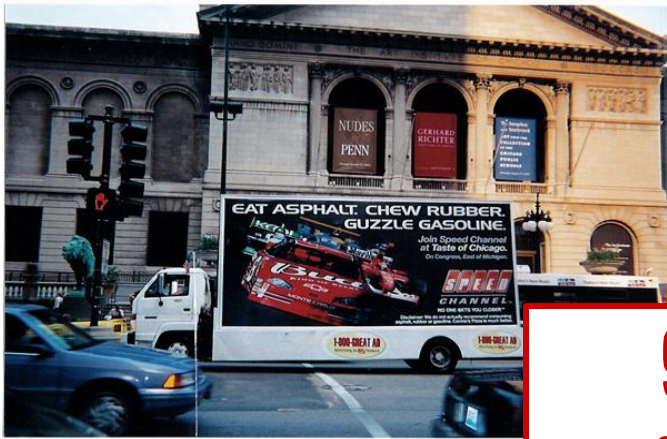


Why Truckside Advertising?

- **MILLIONS OF IMPRESSIONS PER MONTH**
The U.S. TAB (Traffic Audit Bureau) reported that the average box truck driven at peak times in select areas of Southern California will be seen by a monthly audience of 4 MILLION. Nationwide stats on big rigs coast-to-coast exceed 1 Million impressions per month.
- **TRUCKS ARE MOVING BILLBOARDS**
- **PERFECT TIMING** Thanks to advances in digital printing, and the introduction of the Media Frame, Truckside Billboards are now feasible, flexible and affordable.
- **BE FIRST!** Of the estimated 30 million trucks in North America, fewer than 15% are marked by quality advertising. Soon, however, Truckside Billboards will be mainstream. Be a frontrunner in capitalizing on this powerful medium.



Truckside vs. Billboards



VS.



IT'S NOT your
**Grandfather's
Billboard...**

96%
of people
surveyed said
Fleet Graphics
have more
impact than
Billboards



- Costs Much Less per Month - about 50% less on average.
- Much Lower CPM (Cost Per Thousand impressions)
- Much Larger Total Message Area (Semi-Trailer = 848 Sq Ft!)
- Double-Sided - 2 Signs are Better than One!
- Larger Audience - Freeway Billboards
- Much Larger Audience - Stationary Billboards are primarily seen by the same audience, day in and day out, drastically reducing their exposure and impact after the first month. Not so with Trucks.
- Eye Level - Not "Up and Over"
- Visible from ALL Directions - not just one.
- Moving Eye Catcher - rather than stationary part of the landscape.

3 Great Money-Making Ideas...



Case Study #1: Southern CA

Supermarket Chain – owns small Fleet, offers (Food Co) Vendor an Opportunity to pay for the Advertising on 15 Box Trucks. Vendor Foots the Bill, each truck features Food Company AND Super Market logo. Everybody wins!

Case Study #2:

PA Independent Trucking Co – Father & Son Truck Drivers own (3) 53' Semi-Trailers. Insurance Co pays initial cost of frame and vinyl for Insurance Ad, plus \$500 per month, per trailer, for advertising, AND a *sales commission on every policy that closes!*



Case Study #3: Brand Alliance Media inks deal with Mid-America Trucking Co to sell Advertising on 5000 Semi-Trailers! BAM pays for Display System, Advertisers pays Monthly on 6 & 12-Month Contracts. Transportation Co gets Healthy Percentage of Monthly Ad Revenues with NO Capital Investment. Truckside Ad Rates LOWER than Traditional Billboards, deliver more eyeballs per dollar.





WHAT OTHER COMPANIES HAVE USED TRUCKSIDE ADVERTISING?

The list is long and impressive, but historically, the campaigns were limited to company-owned and/or corporate fleets. According to our research, Truckside Billboards have been put into action by these companies pictured here and on the next page.



**Trucks are Moving Billboards.
People Passing BUY!**



The Following is a Truckside Advertising Opportunity You Can be a Part of - TODAY.



[Click Here for Demo](#)

ANNOUNCING 5000 STUNNING ROLLING BILLBOARDS

(10,000 actually -- All are double-sided)

**Offered by Brand Alliance Media (BAM)
1-800-GREAT AD**

We have effectively integrated all the pieces of the Truckside puzzle. We have major exposure available on routes throughout the U.S., Mexico, & Canada, with a concentration of carriers in the Southwestern U.S.



**Excellent Commissions
6, 12 & 24 Month
Ad Contracts
Book Your Clients with US!**



**Ask About our Ad-Scape Campaigns
on Retail Store Walls, too.**

**Can Someone
Please Explain?**

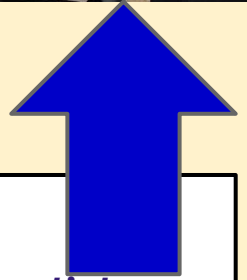


**WHY would
someone suffer
the NIGHTMARE
of Removing THIS:**



...when they could just COVER It -- like THIS??

(Same truck-- an hour later!)



***"Brad, Wow! What a transformation..."
and what a great product to work with! The frames went on slick as
you please, the graphic went on beautifully, and the end result is
terrific. Why in the world would anyone ever wrap a trailer when
Ackland Media Frames are out there? It saved us a HUGE chunk of time
in not having to strip the atrocious graphic that was on the box, and
the installation took about 1/4 of the time a wrap install would have. I
have attached before and after shots of the trailer, as I believe this is
the definitive example of where Ackland is best recommended for a
trailer graphic. Thanks for your help in getting the frames sized
correctly, making the install completely painless."***

-Todd Walker, Perfect Appearance - Pueblo, CO.

(Thanks for the images, Todd. Looks great!)



In my experience. removing decals is a royal pain. Removing and then replacing them is even *worse*, due to the surface prep required, and the time involved. Ugh! The cost just to remove is sometimes more than the *entire cost* of a brand new wrap.

I grabbed the example on the last page - Am I missing something?

Or is there some reason for Sign shops to continue go with pressure-sensitive vinyl rather than media frames, especially when future change-outs are expected?

6 Big Reasons to Consider MEDIA FRAMES over Pressure-Sensitive (Decals)

Reason #1: *BIG SAVINGS*

- On the 1st Installation, Ackland Media Frames will typically cut 15-30% off the Total Price.
- Once the System is Installed and Graphics Need to be **CHANGED** – It is not uncommon for Ackland Media Frames (AMF) to Save Customers as much as

50-70%

Every Time Graphics are Changed

Reason #2: *FLEXIBILITY*

(and Even More Savings\$\$\$)

- *Graphics can be RE-USED*
- *Rotated from Season-to-Season*
- *Or from Truck-to-Truck*
- *Imagine ZERO PRODUCTION COST to Change Ads*
- *Keep Pace with Dynamics of Timely Advertising*
- *Keep your Fleet /Ads FRESH*

Reason #3: *APPEARANCE*



(Need We Say More...?)

Reason #4: *Avoid Costly Repairs*

*Compare Panel Replacement and Body Work to....
Printed Vinyl!
(Thousands.....vs.... Hundreds!)*



Reason #5: *Less Down-Time*

- *Avoid Logistical Headaches*
- *Re-Scheduling*
- *Missed Deliveries*
- *Loss of Revenue*



= 1/2 Day

**R & R Pressure-Sensitive (Ugh!)
3-4 Days!!**

Reason #6: *Additional Revenue* (*& Competitive Edge*)

- Charge Advertisers Monthly for the **ROLLING BILLBOARD** Ad Space on Trucks/Trailers!
- Feature Key Products, Vendors, or Strategic Partners
- Offset Insurance/Fuel/Maint Costs
- Ex: \$500/mo x (100) Trailers = \$50k/Month or **\$600,000 Annually!! (Pure Profit!)**
- *Bonus: Charge Customers for Advertising, which always contains your Company Logo somewhere on the ad.*

In other words, “Companies Can Get Paid to Advertise Their Own Brand --on Their Own Fleet!!”



“We have installed about 30...”

of the Ackland Framing Systems on a variety of surfaces ranging from block wall, corrugated steel buildings to ribbed tractor trailers, with outstanding results. On our very first install on a ribbed trailer, we cut and installed sub-frame, took the top frame to be powder coated and returned in 5 days to finish the job. Within 30 minutes of arriving on site, we had unloaded our ladders and equipment, unrolled the 6 ft x 25 ft banner and positioned it on the sub-frame and had secured half of the top frame. The customer was not the only one surprised by how quickly we had done this, but we were too.

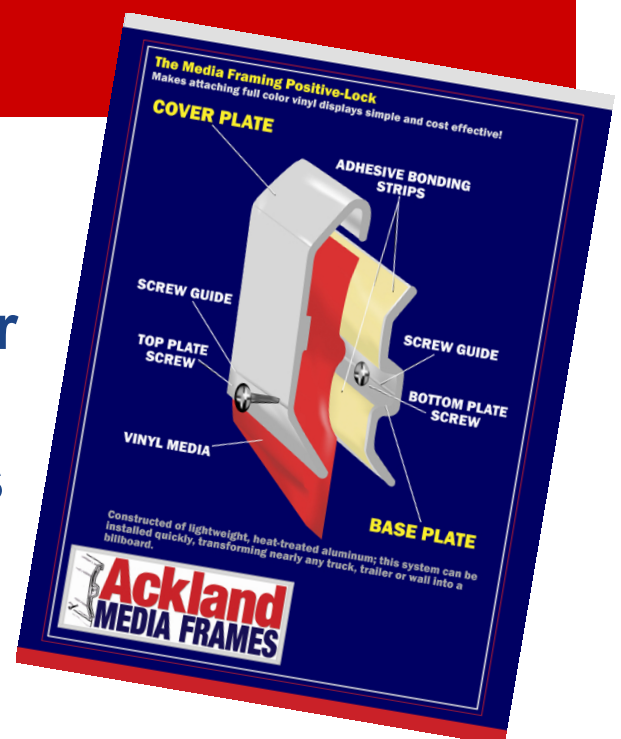
We have not used any other framing system because we have not seen the need to switch to something more complex or something that requires special tools or keys. After speaking with other professionals in this industry about installation, I believe that the Ackland Framing System is the easiest, most versatile system to use. The banners are printed flat and there is no need for special hems or pockets.”

Steve Scalph - Sign Here, Indianapolis, IN 46241

“The Beauty is in its Simplicity.”



**The
Extreme
Makeover
System
for Walls
and
Trucks.**



Truckside Advertising Slideshow

[Click Here to Begin...](#)



Extremely High-Impact advertising space with a captive audience just a few cars away on all sides. There is no better space available to speak to the American Public, and no lower Cost per Thousand -- anywhere!

Individual vehicle advertising generates 30,000 - 70,000 daily vehicle impressions.

- Outdoor Advertising Association of America, Inc.

“How long will it take to install the Frame & Vinyl on a truck?”



or ***“How much should I charge for labor?”***
I feel like asking them ***“How long is a rope?”***



Answer: “It depends... on the length.”

(Know what we mean?)

The amount of time required to install Ackland Frames on a truck will be affected by several things. On the next few pages are 8 things you’ll want to carefully consider, to keep your costs in line:

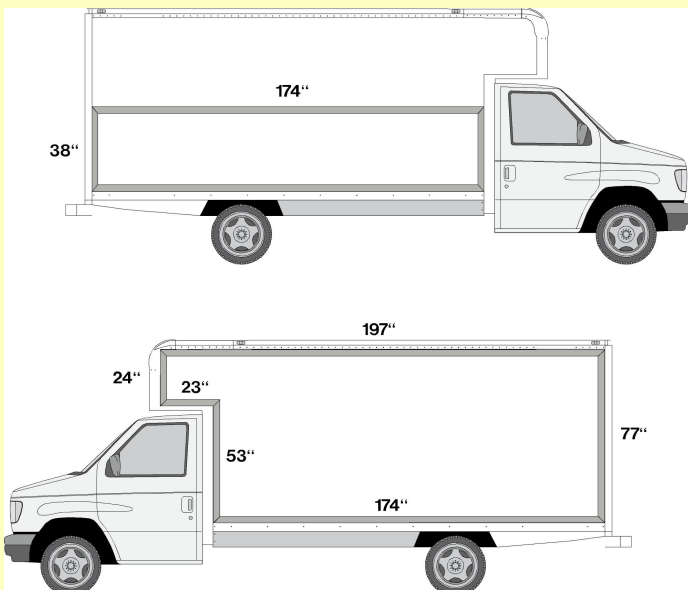
Before You Install

1. LOCATION: Will the job be done at your location or your clients? Big Difference. Install jobs done at customers location have a way of robbing the installation company of control. You know, you've got 3 or 4 guys on the clock, at the transportation yard – and all you need is a set of keys to the gate/warehouse/yard, and the guy who has them is MIA! Or, they bring you the wrong trailer, and then they can't find the right one, because, "It's not back from a delivery yet, but...maybe you can install the graphics on this one instead, but..." You get the picture...

- **Recommendation:** Keep control and keep costs down, by performing the work at your own shop, **if at all feasible.**

2. INDOORS or OUTDOORS? Outside, you have to fight the elements. Indoors, you don't. Temperature, moisture and wind (even a breeze) can wreak havoc when you're dealing with a 400 sq ft piece of vinyl! Trust us, even something as simple as trimming vinyl or stretching a tape measure can become a cruel form of torture.

- **Recommendation: Work indoors, if you have the option.**



3. TOP EDGE of VINYL: Be sure to have your printing done so that the top edge of your image bleeds off the top edge (the factory edge) of the vinyl, so that the vinyl will hang straight, and achieve tension easily and without wrinkles. If it's not printed this way, you'll be forced to trim it on the jobsite where getting a "perfect line" is next to impossible.

Recommendation: Print so that **top edge of rectangular artwork = factory edge of vinyl.**

4. LADDERS, SCAFFOLDING, or SCISSOR LIFT?

Recommendation: 1st Choice: SCISSOR LIFT;
2nd Choice: Scaffolding
(on wheels!)



Before You Install (continued)

5. FASTENERS or “N-A-R”?

- **Recommendation:** Base plate of frames are pre-drilled for fasteners every 16”. While self-tapping screws are pretty quick and easy, 2 sides of a semi-trailer will require about 190 base plate screw – so “N-A-R” SAVES A LOT of time, maybe 50% or more. It may also be the difference between finishing on the day you start – or the day after. This may negatively impact your operation. Oh, and remember -- for transportation companies, “down-time” is a dirty word.



How to measure a Box Truck

Be sure to measure at least 1/2 inch inside any obstruction. Molding, wheel wells, gas caps, rivets etc.

If a corner is rounded, you must adjust one side of the frame to accommodate.

- ## 6. PREPARATION: (Afternoon before, if possible.) Cut your overall man hours by having your lead installer complete a few basic tasks BEFORE assembling the installation crew (See next page.)

Before You Install (continued)

- Check Vinyl Size! Not what the paper says, but unfurl your vinyl and measure the ACTUAL SIZE. Write it down for reference.
- Go out and measure the actual box/trailer.
- Measure BOTH Driver-side and Curb-side. Believe it or not, some times your usable area may vary.
- If frames have been pre-cut, know the exact size ordered. Write it down for reference.
- Using a small piece of frame locate and mark ALL 4 CORNERS OF EACH SIDE of box/trailer. Be sure frame is sitting flat, avoiding rivet heads, where flat part of frame rests on truck wall.
- Use a chalk line from corner to corner, to outline the perimeter – so the outer edge of the frame will rest on the chalk line.
- If your frames still need to be cut to the exact size, measure from corner-to-corner on each side to determine the lengths of all your cuts.
- **WARNING:** Some larger trailers have 2 different vertical dimensions. The height along the front edge of the box may be different than the height at the rear!
- Cut Frames to fit, if not already pre-cut.

Now, when your crew starts installing, they can ROCK! You'll have far fewer man hours into the installation than if they try to do all this in a group of 3-5. (More PROFIT!)

Before You Install (continued)

7. SIZE OF INSTALLATION CREW:

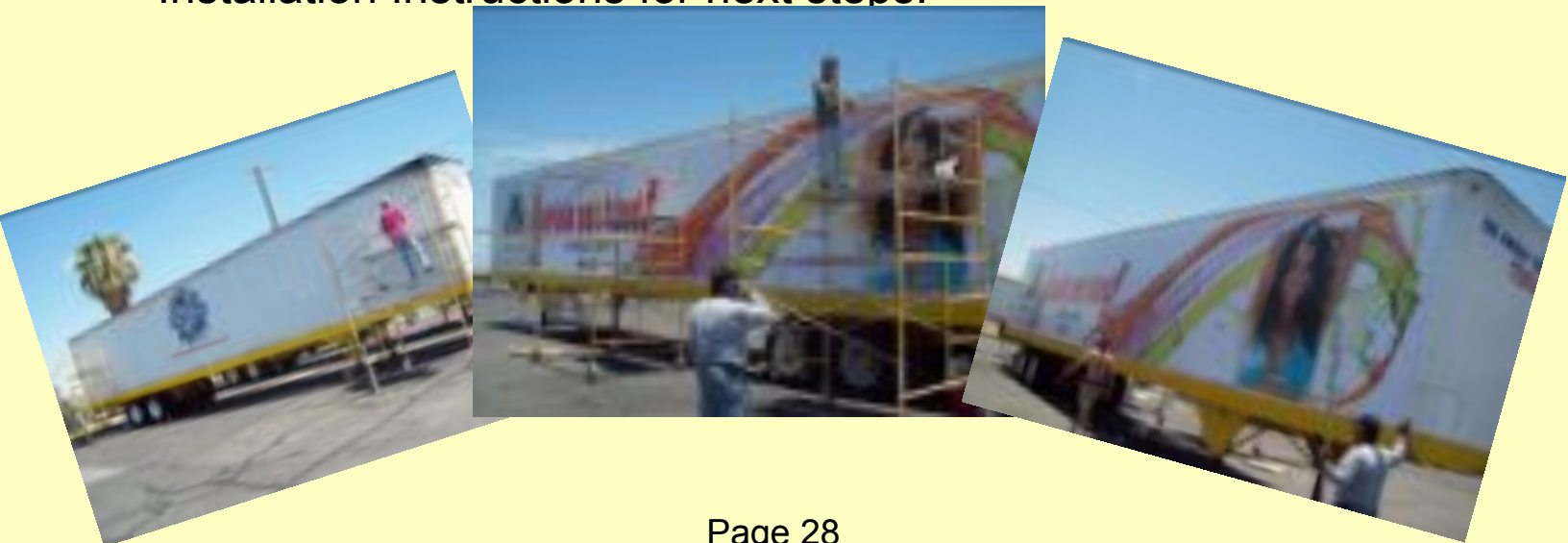
- **Recommendation:** (2) People for Box trucks up to 28 ft; 3-5 for semi-trailers.

8. TRICKS to HANGING THE VINYL:

Recommendation: 2 Suggested Methods

a) 2 People ON TOP of the box/trailer, 1 on the scaffolding. Lower vinyl down between scaffolding and truck, so that installer can begin sticking vinyl to frame at top left corner. Assist installer by “feeding” him/her just the right amount of vinyl as he works his way across top edge.

b) Lay vinyl out on clean dry area of ground, FACE UP. Fold “Bottom-to-Top” – twice. Should now be a long strip of vinyl about 2 ft wide. Now fold from Right-to-Left, folding and rolling about every 4 feet, Installer on scaffolding should be able to begin at top left corner, while person on roof of trailer/box assists, by “feeding” him/her just the right amount of vinyl as he works his way across top edge. ([See Video](#)) *Refer to Ackland Installation Instructions for next steps.





Final Thoughts...

Now that you have a basic understanding of the features and benefits of Trucks as an Advertising Medium, we hope you'll be able to take advantage of one of the best business opportunities on the market today. You can start with little or no cash, and take it as high as you want to go.

- **MIDDLE AMERICA** is one of the World's most sought after markets.
- **Truckside Billboards** are an excellent complement to other forms of mass media.
- **The Bucks are on the TRUCKS. Get Rolling today!**



**For more information about the many benefits of
Truckside Advertising, or to order your first
Ackland Media System
call 1-866-928-9744 today,
or visit www.AcklandMediaFrames.com**



Put Some FRAME in Your GAME! 1-866-928-9744

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