

The New Advertising Vehicle With **Big, Bold, Beautiful**

IMPACT!



on the road
travelling billboards

Millions Of Impressions Make A Lasting Impression

Travelling billboards are incredibly cost-effective. For about the same price as traditional outdoor, we'll deliver your advertising where the traffic happens—the 400 series highways, along arterial routes and on busy city streets. With every truck, you'll be reaching multiple markets.

Give your message high-impact exposure to millions of drivers and pedestrians. We can deliver the reach and frequency you need to build brand awareness and increase customer loyalty.

The market presence you create with travelling billboards will go right to your bottom line.



Clean, Powerful Messages Reflect Your Good Name

The travelling billboard fleet of late model trucks are well maintained and washed regularly to ensure that the vehicle carrying your message fits with your image of quality.

Bold, full color digitally produced graphics are applied, using the finest 3M Scotchprint™ vinyl materials. They're professionally installed by our certified technicians to ensure that your message looks as good six months down the road as they do on the first day.

We can even print your billboard on reflective material to double your exposure at night.



Get On The Road with your advertising message...

Take it places where traditional billboards cannot go. Make an enormous impact with massive full colour billboards that span the entire length of a big rig!

We have a whole fleet of straight trucks and transport trailers ready to take your business to the streets. Travelling thousands of kilometers throughout Southwestern Ontario, we'll create in-your-face exposure and top of mind awareness.

Supply Your Own Campaign... Or Let Us Do It For You

If you're already set with your own creative campaign, we'll be happy to apply it to a travelling billboard.

Just contact us and we'll supply all the specifications to ensure the best possible finished image.

If not, we have a team of advertising professionals that can work their creative magic to create a travelling billboard that's sure to get you noticed... *On The Road!*

For Rates, Specifications or Further Information Call...

1.800.265.6128 ext 104

for more Big ideas go to...

www.artcal.com

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Authorized **3M Scotchprint** Graphics Manufacturer