

Admobile Memphis

Admobile Memphis is mobile outdoor advertising that delivers your message to clients where they live, shop, play, and work.

Admobile Memphis offers two “zones of coverage” in the Memphis Metro area:

1. **Germantown/Cordova/Collierville**
TDOT DEC 112,276
2. **Poplar East**
TDOT DEC 61,217



GUARANTEED NOT TO BE IGNORED, TUNED OUT OR THROWN OUT IN THE TRASH!

Features

- Your ad appears 1500 times a day
- 94% recall rate
- 100% saturation in each zone of coverage.
- Routes are driven in each zone at least 50 hours per week. (7 am to 7 pm Monday - Friday.)
- Low production cost make it easy to change your advertising message.

Spike in outdoor advertising. “The spike in outdoor advertising, mobile advertising in particular, comes as Americans have more options than ever to avoid newspaper, TV and radio ads. With TiVo and satellite radio growing in popularity, advertisers are increasingly heading outdoors.”

– National Public Radio (NPR)

Why it Works

Americans average 15 hours each week in the car.

Commuters are great consumers. They are typically educated, employed and likely to have children.

Commuters are hard to reach.

They spend little time watching TV and 27% do not read a daily newspaper.

Advertising Media	Average Cost to reach 1000 consumers
Admobile	\$1.28
Billboard	\$3.32
Rotary billboard	\$5.61
:30 primetime cable	\$10.85
1/3 page newspaper	\$25.65
:30 primetime network	\$29.95

CAA 2005 CPM Comparison