



*promotions in motion*

**NMB** media 2022 media kit

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## ***Who is NMB?***

NMB was established in 2001. Originally named National Mobile Billboards, LLC, our core goal was to provide mobile advertising opportunities on custom built trucks throughout North America. We had high expectations that we would eventually be **the largest mobile billboard company in the United States**. As we ventured out from our roots in South Florida, we quickly saw the opportunity to help our clients in other ways.

Because we are an eco-minded company we started by importing human powered Adbikes from Europe to offer a street level component that would complement our mobile billboard trucks, but unfortunately these units were poorly built and we quickly realized we could build them better. We redesigned the Adbikes and paired them with custom built trucks that could be wrapped for additional advertising exposure for our clients. These became so popular that other companies followed our lead; however, they couldn't match the quality, delivery and execution NMB provided on each and every campaign. Today we offer the largest fleet of Mobile Adbikes in the United States. But the story doesn't end there...

In the years following we have added a host of innovative media strategies such as Projection Media, Segway Chariots, and our unique Digital Adbikes that NMB solely own and operate. Owning all the media components allows us to control all aspects of a client's campaign. Since we sit directly between your advertising dollar and the consumers you are trying to reach, there is no need to worry about making sure the campaign strategy plans get to the right sub-vendor. The same cannot be said when you deal with "Brokers", "Affiliates" and "Networks" - firms that usually show little interest in goals or results of the advertiser and most often don't create the

excitement about the brand they are representing - which is the very reason the client chose to use nontraditional media to begin with.

Remember the old saying "You can talk the talk, but can you walk the walk?" Well, NMB lives by this statement. NMB currently has multiple staff members that sit on both the TAB (Transit Audit Bureau) and the OAAA (Outdoor Advertising Association of America) committees. We believe that these two professional organizations hold the key to keeping a common high standard in the outdoor advertising industry. As such, we encourage you to look to these organizations and its members before you merely do a Google Search for the media you are seeking. Your client will certainly appreciate it.

Where are we today? NMB is the largest solely owned and operated nontraditional advertising vendor in the United States, offering over a dozen media opportunities with a common thread... mobility. We have activated grass roots campaigns and well as numerous nationally based campaigns. Just take a peek at the "Where have we been?" page to get a better idea.

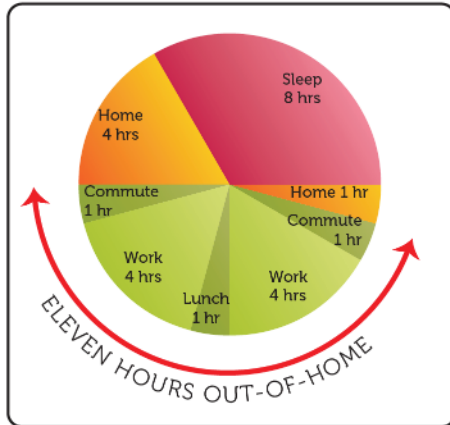
With all this in mind, NMB still has one main goal...

**Target, Captivate and Inspire the consumer.**

This is why so many companies allow us the opportunity to pro-mote their brands. Why not let NMB deliver your message first hand?

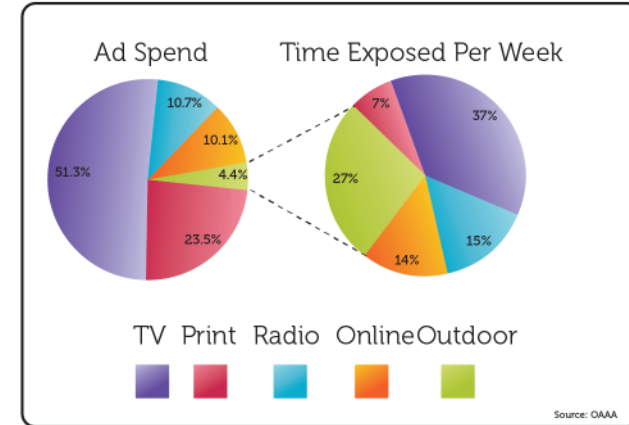


## The typical daily routine



As you can see, the average consumer spends approximately eleven hours a day away from their home. During this time they are commuting to and from work, shopping for groceries and other consumables, dining out or just enjoying leisure time away from home. Now consider the average advertising dollars spent targeting consumers during these activities, less than 5%! Keep in mind this covers the entire out of home segment. This is where advertising planners are missing the boat when it comes to campaign planning.

## Ad Spending vs Exposure




















Just think about how many consumers can be reached during shopping and dining times alone. Now consider this; what do you think garners a more lasting product remembrance – a 15/30 second commercial or a smiling, well-trained brand ambassador operating one of our branded media components that engages consumers with a free sample of your product?

Our nontraditional components offer the consumer an up-close experience with your product. Putting a brand directly in the consumer's hand is what NMB is all about. The customer's **EXPERIENCE WITH THE BRAND** is what makes the difference; so when you are creating your advertising plan, consider the consumer's actual interaction with your brand rather than merely the number of TV commercials they might see. Consumers are usually creatures of habit; once they find a brand they like, a trendy commercial won't be enough to encourage them to try /purchase a competing product.

People need to be enticed... People like to be enticed... **NMB will create this enticing effect for you!**



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**Adbikes make perfect sampling campaigns, complete with hot & cold food storage units.**



Adbikes are perfect for sampling campaigns that are targeted towards festivals and major sporting venues where larger mobile billboards have difficulty getting close up. These units will infiltrate the masses and be able to reach the interior portions of parking lots, malls and sporting events.

NMB's Adbike operators will disburse premiums at no additional cost. Our units include the following:

- Professional Operators- Our uniformed operators will gladly interact with pedestrians and make your advertisement "jump" even more.
- Two large 4'x 6' image areas- Printed on durable full-color vinyl.
- Stereo System- In some cases you might want to mix custom music to enhance your advertisement.
- Hot & Cold Food Storage Units- With temperature controlled storage boxes, NMB will deliver your individually wrapped food samples to the public at optimum temperatures.



Our Adbikes will be great directional machines for your next campaign. As seen on the right, they can be used to boost attendance at your event. We will reach out to consumers all around the malls and shopping areas close to the event and let them know exactly where you are. Maximizing promotional attendance in a cost-effective manner is our goal!

**"Our Adbikes infiltrate the masses... reaching interiors of parking lots, malls and sporting events"**







**"These mobile inflatables will attract the attention your product needs."**

Our aerial advertising media can literally take your ad campaign to new heights, as well as enhance your bottom line!

Creating a twist is what NMB is all about. Our Mobile Helium Cubes have the visual appeal needed to attract nearby consumers each and every time.

Unlike the inflatables commonly used, our cubes offer five different signage opportunities. Why use an advertising ball - with limited space - when we offer so much more!

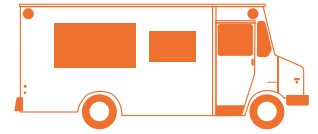


Our brand ambassadors will deliver the message in the air and on the ground!

Keep in mind, these are reusable and have a remarkably low cost considering the impact they generate.

**GRAB THEIR ATTENTION!**





Brand engagement is the most powerful impression you can create. Engaging the community and speaking about your product/service using qualified personnel can lead to multiple viral impressions...

Thru couponing, sampling, or immediate call to action opportunities, we can create an overwhelming community engagement that will be talked about long after we have concluded a campaign!







## Flexible

Engage and develop a dialogue with consumers through unlimited creative implementations.

## Time-Sensitive

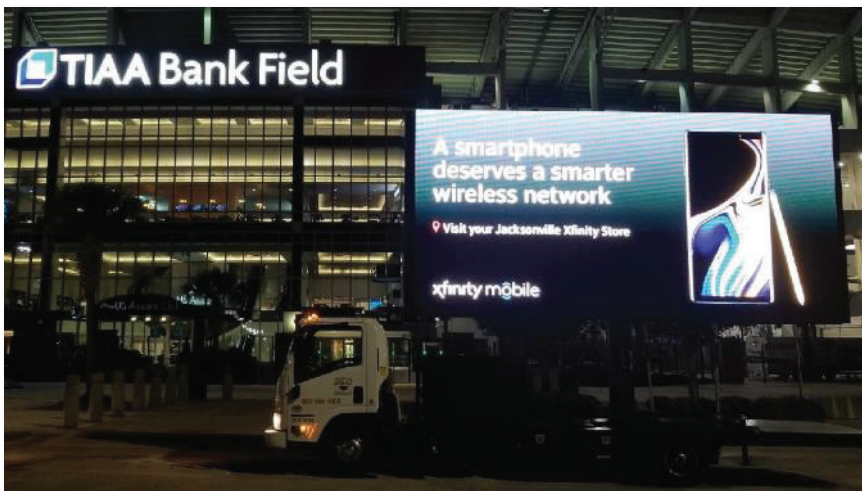
Digital enables instantaneous creative updates and the ability to respond in real-time to current events and market conditions.

## Targeted

Impact specific geographic and demographic audiences close to the point of sale.

## Efficient

Optimize ad spend and work synergistically with other media to enhance ROI.





Looking for a complete OOH campaign? Look no further.

#### DRIVER DISBURSEMENTS:

Our drivers can distribute items such as coupons, flyers and even wrapped food samples at no additional cost to the client. These disbursements are made at predetermined spots throughout the campaign day. Our professional uniformed drivers will even wear your company shirt as they disburse your campaign handouts.

#### PRODUCT DISPLAY BOOTHS:

Looking for a complete OOH campaign? Well look no further. NMB can setup staff display or sampling booths throughout the United States. So, whether you're using your own employees or allowing us to represent you, your campaign will proceed smoothly. We can feature product sampling booths at sporting events, festivals or even in front of a local Wal-Mart or other shopping outlet. Your campaign will become a complete multimedia event when you combine these sampling booths with mobile billboards.



#### PROMOTIONAL TEAMS:

Street teams feature individuals going through areas on foot disbursing material. However, our "Promotional Teams" will maintain corporate professionalism while creating a "BUZZ" about your product. We can infiltrate malls, shopping plazas, bars, nightclubs or even grocery stores, while wearing uniform outfits for consistency - these can be supplied by you if desired. We will disburse advertising material, coupons, or free drink vouchers, directly or indirectly. One of our classic infiltrations is our undercover method – call us on this one. To further enhance your sampling campaign, we suggest you complement the team with our Digital Adbikes!





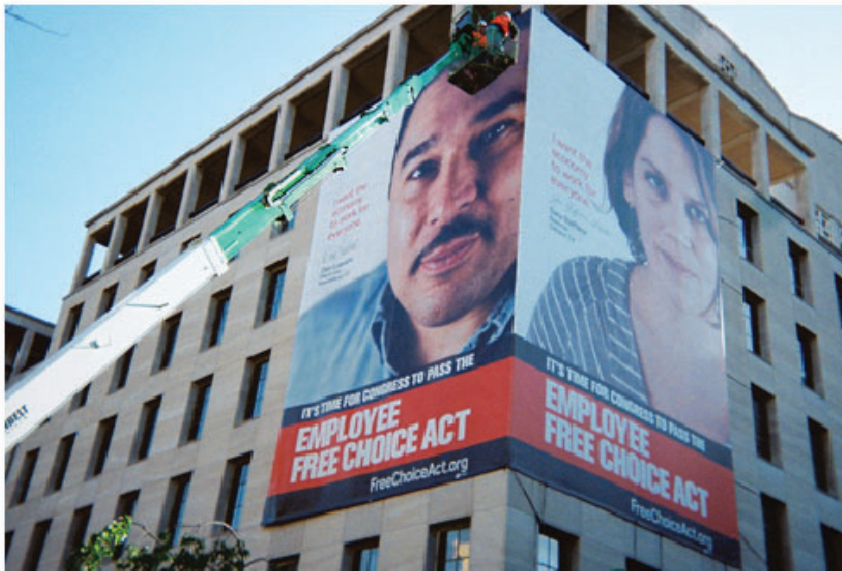


## Build community awareness with high-rise branding campaigns.

Many clients have ample space on the sides of their own building to display a message and build awareness of their products and services. With that in mind, NMB can design, print and install wall banners throughout North America and Canada.

In certain cases we will even secure all relevant permits for these signs. Although many municipalities will only allow banners for a limited number of days, eg 30-60 days, others will allow banners to be up indefinitely as long as they are well maintained and are without tears.

Wall Banners and Scaffolding Wraps can also cover companies on OSHA safety conformity issues and in some cases lower liability insurance premiums.





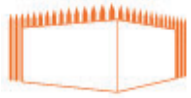
Our Digital Adbikes are ideal for those who wish to add a street-level advertising component, but have a more detailed message to convey to the public.

These units are perfect for movie promotions, gaming promotions or just general branding campaigns where an advertiser wants to take their TV message to the great outdoors.

Offering twin 46" LED TV's as well as a high visual static message area, these units are a phenomenal way to capture consumers' attention.







Protect, inform, and advertise all at the same time.

Many residential and commercial developers utilize fence wrapping as a means to extending their message to the public about the current construction projects being executed. Other companies use these with a mobile billboard to direct prospective buyers to the sales offices. Fence wraps can also act as an OSHA safety as well as an Eco-Friendly silt retention border to the construction site.

So when you are building... Call on NMB to install and implement the perfect Eco-Friendly media campaign for your project.





Allow our trained staff to direct people straight from the streets into your front door. Your sign can be as creative as you want, or let us be creative for you! We can create hundreds of different shapes for your message to be branded on, saving you time and money.

Keep in mind we can deploy hundreds of brand ambassadors across the country at the same time! No chain store is too large or too small.

Start separating yourselves from your neighboring business competitors now by allowing us to really point you out - and point your customers in!







## Mobile Billboards are effective in capturing all demographics with multiple target markets.

These units, built solely for the purpose of billboard advertising, will thread their way through the streets and parking lots of various target markets and place your clients' ad directly in front of the consumers eye.



Contracts can range from three days per market to as long as months at a time. The average branding campaign generally lasts a week per market. Naturally, the shorter the campaign, the more units you will need to reach market saturation. NMB can place multiple units within any market in the United States.

Units are equipped with:

**ILLUMINATION:** this allows for night time viewing at sporting events, festivals, restaurant districts and malls you may be targeting.

**EXTERNAL SOUND SYSTEMS:** "Let's get the party rocking..." In certain cases, mixing music with your visual advertisement will upgrade your mobile message into a multifaceted sales building machine.

**PA SYSTEMS:** Want to have a rally and sound need support? Many of our mobile billboards are equipped with PA Systems, which will attract the attention your project deserves.

**Modular Staging Platforms:** NMB can create quickest stage setup you'll ever see. Carrying portable staging in the back of the units, we can set up for a fundraiser or promotion event within minutes.

**Our mobile billboards offer more than merely "a sign on the side of a truck"**



Whether you are planning a store opening, product branding or advocating for a special cause we offer the right advertisement space for you. Delivering excellent service time and time again is the main reason that NMB is the leading mobile promotions company in the country today.



**Looking for fast, highly effective portable signage that will draw attention to your company?  
NMB has the answer – Projection Media.**

NMB's unique projection media is an ideal advertising format for large cities, conventions, tradeshows and general product branding campaigns. Our projection media specialists can quickly deploy and infiltrate densely populated areas, finding the best areas to maximize exposure. Towers, arenas, walls, and water towers are all examples of surfaces perfectly suited for NMB's projection media.

Our industry-standard projectors can project images up to 150 feet on flat surfaces. Images are displayed in brilliant full color! We can display static pictures as well as videos and filmstrips. Our projected video services are perfect ways to pack advertising content into a manageable, eye-catching campaign without overloading passersby. Give our professionals a call to utilize our expertise in mobile promotions to build the perfect event that will reach and exceed any client's needs.



**“Our gigantic projectors can project images up to 150 feet on flat surfaces from a distance of 300 feet.”**





Roller Boards are a perfect way to target foot traffic at festivals and major sporting venues where larger mobile billboards have difficulty getting close up. These units will infiltrate the masses and be able to reach the interior portions of parking lots, malls and sporting events.

NMB's Roller Boards can carry flyers to disburse to the crowds no additional cost.

Our units include the following:

- Professional Operators - Our uniformed operators will gladly interact with pedestrians and make your advertisement "jump" even more.
- Two large 4'x 6' image areas- Printed on durable full-color vinyl.



Our Roller Boards can be great directional machines for your next campaign. Let us be your call to action media source. We will reach out to consumers all around the malls and shopping areas close to the event and let them know exactly where you are. Maximizing promotional attendance in a cost-effective manner is our goal!







**"Our award-winning sculptor will create a one-off talking piece - whatever the climate!"**

We can welcome your guests to a special event using this unusual and memorable product.

Life-sized and quirky, these sculptures are guaranteed to make you the talking point!







**Mobile Sampling Teams!**

Looking for an attention-grabbing media idea that also assists in street team initiatives?



Look no further, NMB Segway Teams can infiltrate your target market more effectively than stand-alone brand ambassadors.

Our segway staff can carry up to fifty pounds of media materials and disburse them in half the time it would take the average walking person. The chariot shields (signage area) on each Segway unit have ample space for your message. For added value we even include the wheel covers as an additional message space.

Unit pricing includes Segway Unit w/ Shield, Trained Operator and all production aspects. The average campaign includes three complete units and a trans-ort unit, on which NMB offers additional advertising space.

The combination of the segways with a mobile billboard unit will create an unsurpassed attention-grabbing campaign that viewers will not forget.





**"A cost effective and bio-degradable addition to any campaign."**

Our eye-catching sidewalk art will literally put you under your clients' feet!

Creating eye-catching media forms is what NMB does best!

With that in mind, we offer both high traffic vinyl floor graphics as well as bio degradable chalk art applications.

These media opportunities offer low production costs and quick turn around times. Coupled with any of our other media choices, such as Mobile Billboards, Adbikes or Segway PTs, this added media form can lift your campaign from the ordinary to the extraordinary for minimal dollars!



For that extra attention - commission our in-house artist to create an amazing 3D effect chalk drawing!







**“The Ultimate Brand Ambassadors!”**

These 1.5 single-sheet walking billboards are like no others.

LED illuminated for night time campaigns, they are perfect for infiltrating concerts, street fairs, sporting venues and other events.

Utilize multiple units and dominate an area like no other media can.

Each unit is accompanied by an operator, who will also disburse collateral materials as well as other novelties.

A standard work day is based on a six hour shift.

NMB has made these walking billboards available in all 50 states as well as Canada!



Catch the eye with our 3D sculpted props.

There's nothing cookie-cutter about our sculpted and hand-painted 3D prop advertising!

Our talented team of artists can turn their hand to just about anything that you can imagine.

Let us custom-design an imaginative prop to fully realize your campaign!





# Where have we been?



*"If you want to succeed you should strike out on new paths, rather than travel the worn paths of accepted success."*

- John D. Rockefeller



NMB planning is unsurpassed. Whether you are targeting general DMAs, Zip Codes or even specific streets, we will completely map out all aspects. All mapping is delivered to you prior to running the campaign for your final approval. Additionally, you will be able to contact our onsite manager at any time during the campaign.

## Example:

Pictured here is an example of a campaign targeting an event at Madison Square Garden in New York City.

Our plan here was to deploy two branded **Segways** at each intersecting corner as well as an additional four units focused on the Penn Station traffic below the Garden.



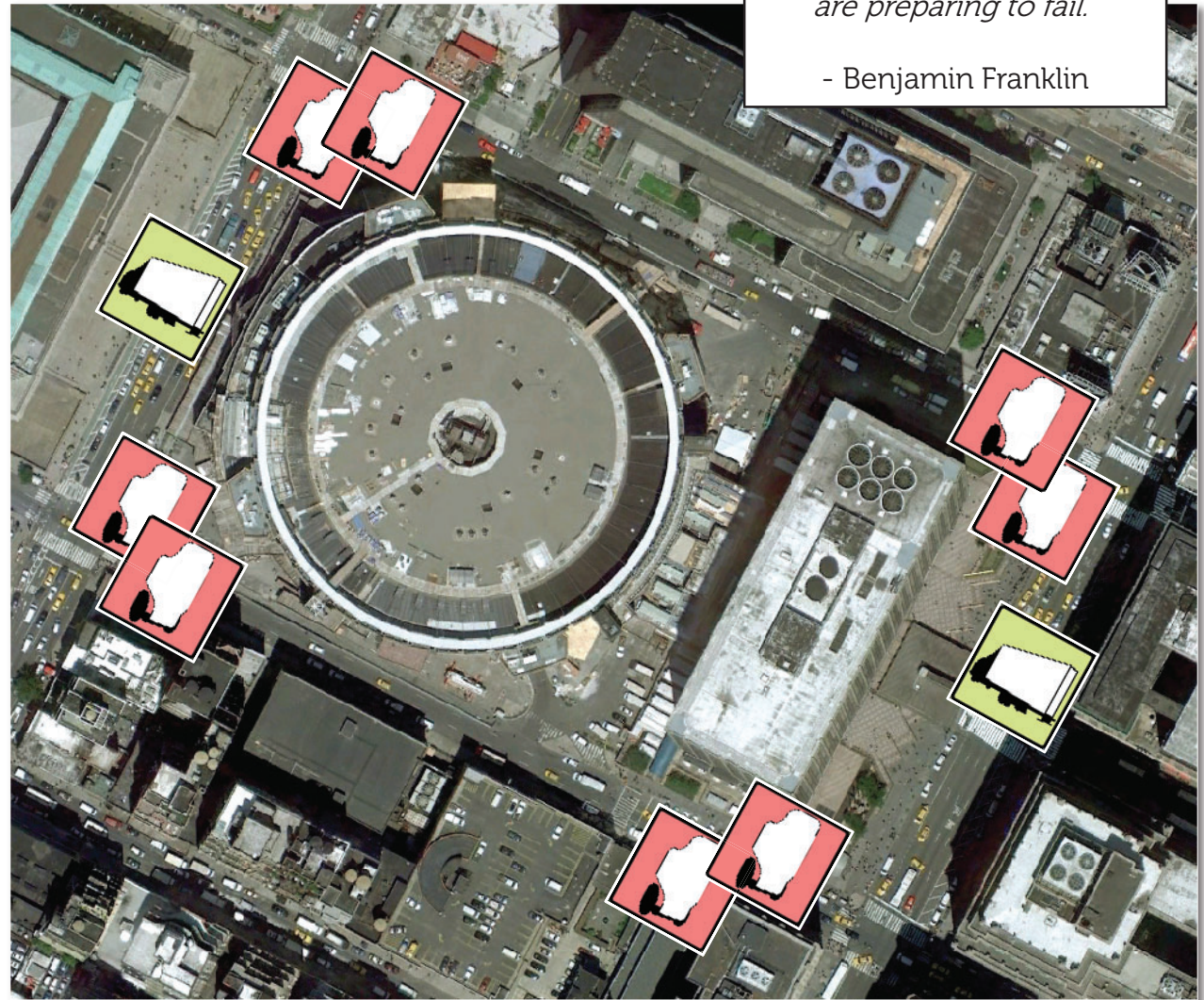
To complete the plan, an additional two **Mobile Billboards** would transit the adjacent streets prior to the start and at the conclusion of the event.



With this plan we could reach approximately 75% of the 20,000+ attendees as well as 1000's more in commuter traffic.

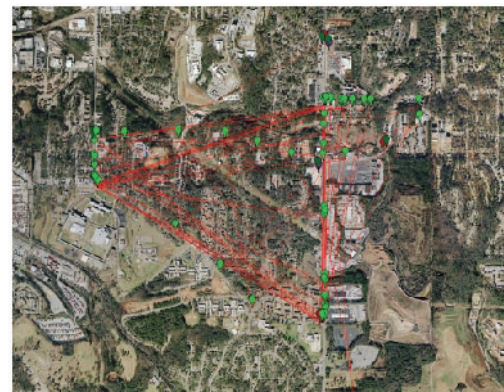
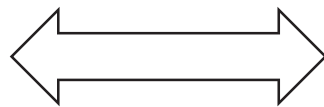
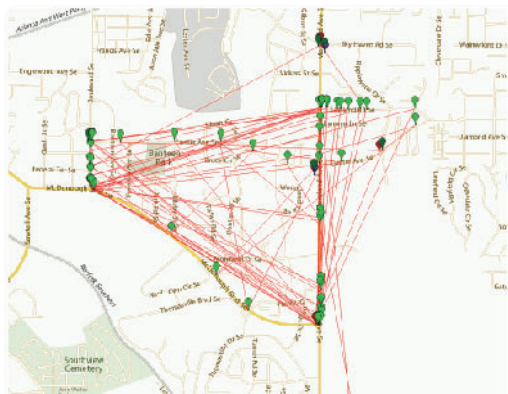
That's a lot of hands your brand could be in!

*"By failing to prepare, you are preparing to fail."*  
- Benjamin Franklin



## Global Positioning System Reports (GPS Reports):

Many companies provide GPS reporting, but none of them are set up like our units. NMB allows clients to see where their unit is at any given time. Using Google Earth Technology, we are able to switch live from simple roadway mapping to satellite mapping. Clients have complete access 24/7 for the entirety of the campaign. You are also able to print the reports out first hand or simply save them into a PDF version, should your client want a copy.



### Photo Documentation:

All campaigns are photo documented. Clients can have photos delivered to them nightly, or at the conclusion of the campaign.

### Final Packaging:

All reporting is delivered to you with the invoice at the conclusion of the campaign. Being an eco-minded company, these reports are delivered electronically via a pdf file.



## **Why Mobile Advertising?**

Two reasons - you can focus on a specific micro-geographical area, and yet be flexible to move to another. Secondly, you can cover large county or even statewide areas, without the need to purchase multiple static advertising locations.

## **Why consider non-traditional outdoor advertising over other forms of media?**

Mobile advertising has become a major part of the planning process in present day marketing concepts. Our custom built media platforms will surely meet the demands of today's market ideology. More people are seeking ways to avoid advertisers with products like TiVO, DVR's and Satellite Radio than ever before. Newspapers are starting to see the signs of the up and coming younger generation who are moving towards the internet to reach their informational needs. This leads to mobile media and non-traditional advertising avenues. You can't miss our mobile units as they pass by, not to mention that when you pull up beside one of our mobile billboards in traffic it makes the average person think "what is that?" Thus the sub-conscious mind takes over and they read the advertisement message in hopes of figuring out why this truck looks so unique!

## **Why consider mobile media as an alternative to stationary, place-based media?**

The ability to go to the public instead of waiting for them to come to you. Consumers will respond well to the lively interaction with your brand.

## **How do we know where you go?**

GPS tracking allows us to monitor where our units are at all times. Additionally, all our units are equipped with mobile cell phones. With efficient means of communication, we can re-direct our drivers any time you wish to change target areas.

## **How many people see our ad per day?**

This depends on where the unit is. We feel most of the time our media garners 25 – 75K per day, depending on the geographical location we are targeting on that particular day.

## **How long are the units on the road?**

On average, our units are on the road 6 to 10 hours per day, depending on the media that is being implemented; however, although we will run longer if requested. You may wish to break the day up into two or three pieces, allowing your ad to be shown during all three drive-times. Operators are allowed to take three breaks per day, during which the unit must remain in the public eye.

## **Why are your prices so low?**

Economies of scale allow us to pass savings through to all our clients - whether they are new to us, or are one of our many returning clients.

## **Why should we select NMB to execute our next marketing campaign?**

Simple - We are experts in nontraditional media activations. We have a national presence that translates to easy campaign executions. Why use multiple vendors, when you can use once source to cover all of your non-traditional needs.

"We worked with NMB for a variety of clients. Frank and his team are fast, flexible and best of all effective. Their attention to detail and follow up on both the front and back end of each project make NMB a great partner."

Vicki Penn  
Media Director  
Beber Silverstein Group

"NMB was very responsive and great to work with. They thought through what the goals of the campaign were and were able to provide recommendations from their expertise to ensure success metrics were met. Not only were they professional and got the job done, but they also had fun doing it and that reflected positively directly back to us and our client."

Sarah Williams  
Senior Account Executive  
RPA

"Running campaigns for CenturyLink through Frank and NMB has worked awesome. They are responsive, flexible, accommodating with client changes and they deliver exactly what they say they will. This makes reconciliation very easy on our end which isn't always the case with other non-traditional vendors."

Pat Willome  
Media Buyer  
Butler/Till

"Our primary purpose in using mobile billboards was to reach a scattered target demo that is not easily reached by other media. NMB was very responsive to our needs, allowing lots of flexibility in setting up the routes to conform to specific dates and places requested by our client."

Laura L. Cates  
Senior Media Specialist  
Vimarc



**AvMED**  
HEALTH PLANS



**intuit.**



 **CenturyLink™**



**HUMANA.**

## Looking for mobile media solutions for your client? Don't know where to start?

Buying mobile media can be a daunting task because of the many components required to form a successful campaign. Additionally, a few media companies with poor practices have unfortunately tarnished the industry's overall reputation.

Don't risk your client's reputation by purchasing from a company you haven't thoroughly researched.

Read through our guide to purchasing mobile media to know what questions to ask and what to look out for before signing any contracts.

### Things to look for:

#### **USDOT Number –**

While purchasing any form of motorized mobile media, always be sure to ask if the company is registered with the Federal Department of Transportation (DOT). If not, the company's units are only permitted to participate in intra-state business if registered with their state's department of transportation. Each unit should have its own "USDOT" number clearly displayed at all times. You can search for company information including federally registered vehicles and drivers at the following website:

<http://safer.fmcsa.dot.gov/CompanySnapshot.aspx>

#### **Proof of Insurance –**

Insurance is a must-have feature for which all mobile media companies should readily provide information. Just as with health or home insurance, the more insurance the better. Before signing any contracts or committing to any campaigns, be sure to secure information regarding the media company's insurance company, policy and coverage. Insurance is extraordinarily important should an unforeseen incident impact your client's campaign.

#### **GPS Tracking Samples –**

Many mobile media companies provide "Proof of Performance" (POP) in one form or another. POP essentially provides documentation that the media company held up their end of the bargain. With GPS technology rapidly becoming integrated into many mobile media company's inventories, GPS tracking data is more frequently being offered as a part of POP packages. All top-tier companies, including National Mobile Billboards, offer GPS tracking as a standard campaign feature.

Be sure to request samples of the data format if possible. Text lists are difficult to understand and share with clients and other planners. NMB provides tracking data built around Google Earth, so you not only receive lists of checkpoints, but also a graphical map which is easy to follow and share with your client.

#### **Photographs of the Fleet –**

While researching mobile media companies, ask for sample pictures of their inventory, or better yet, pictures of the actual unit that might be used in your campaign. Many media companies unfortunately possess deteriorating fleets with poor maintenance records and shoddy repairs. Do not hesitate to refuse an offer if the company's mobile units appear to be neglected even if it means spending a little more in the long run. Remember, those units are representing YOUR client: scratches, dents, rust and other damage do not convey a positive image. Furthermore, if the company's inventory outwardly looks bad, imagine the mechanical condition. If they won't invest the effort to maintain their vehicles, chances are they won't compensate you for lost time if a likely mechanical failure were to occur.

NMB takes great pride in our fleet of Mobile Billboards, AdBikes and others. All of our units are professionally maintained on a regular basis and cleaned frequently. Even minor damages, such as scratches or scuffs, are repaired promptly to make sure your client's ad is showcased as it should be. Additionally, in the unlikely event of mechanical failure or severe inclement weather, we guarantee compensation.



## Questions to Ask:

How long have they been in business?

Always ask how long a mobile media company has been in business. This information provides a clue as to how established and capable they are. The mobile media industry is highly competitive so only medium to large companies have the resources and customer service to last. Be wary of recently organized firms as they do not likely have the experience or resources to complete large campaigns in-house, and they may not hold insurance or DOT registration.

**NMB has been creating excitement about brands for almost two decades.**

Do they guarantee their Proof of Performance (POP)?

Be sure you will receive POP after the campaign is completed. POP ensures your advertising dollar was well spent. NMB provides POP, including photo documentation and Google Earth GPS tracking data, within one week of our campaigns' completion. If your prospective mobile media provider does not offer guaranteed POP, look elsewhere.

Do they need money upfront? Why?

Ask about payment terms. Most established mobile media vendors require payment "net 30" or otherwise, after the campaign is completed. NMB follows suit, requiring payment within thirty days of your receipt of POP: if we haven't lived up to our end of the contract, you don't pay...it's just that simple!

Generally, companies that require money upfront are media brokers: they do not own a fleet or directly interact with the operators handling your campaign. Avoid 3rd party brokers as they often mark-up rates significantly and rarely ensure your campaign is going smoothly as they already have your client's money. In some cases, a reputable mobile media company may require pre-payment for clients in particularly rough industries such as real estate or construction. If this is the case, be sure to understand their policy and the reasoning before committing to a campaign.

What happens in event of a breakdown, weather delay, etc.?

In the worst case scenario, a mobile media unit can succumb to mechanical failure, severe weather, or otherwise. While these rare occurrences are outside the company's control, be sure to ask what their policies are regarding compensation. NMB always offers some form of compensation in the event of severe weather or a breakdown, such as additional time or a refund for that day.

*"Good advertising does not just circulate information. It penetrates the public mind with desires and belief."* – Leo Burnett