

# Mobile Advertising & Activation



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Mobile Advertising & Activation give brands the opportunity to move towards their target group and even interact with them. It's the most flexible OOH format. With a large offer of formats going from bikes and walking billboards that combine visibility and activation, 20 m<sup>2</sup> and led vehicles to high impact trailers up to 180 m<sup>2</sup>, we can support an opening of a shop, an event

and many more. Mobile out of home advertising can also be used in addition to a standard OOH campaign to reinforce the geographical coverage of the campaign in certain areas. Besides visibility, Mobile OOH can also support a field activation by adding a promoteam distributing samples or leaflets.

# Mediafield



Skyboard 40



Skyboard 60

Contractor	Product	Gross Media rate (€)	Production (€) for 2 banners	TPN	Taxes (€)
Mediafield	The Skyboard 180	7 600	8 250	180	± 300
Mediafield	The Skyboard 60	3 225	3 190	35	± 250
Mediafield	The Skyboard 40	2 890	2 140	20	± 200



Skyboard 180



# Euromobile, Spicymotion, Movingideas



Concave ± € 800/day



Led-Screen 6 m<sup>2</sup> ± € 1 000/day



Showroom ± € 800/day



Walkingboard ± € 365/day



Abri-LED 2 m<sup>2</sup> ± € 850/day



Bike ± € 450/day

\*Production costs not included, specific prices on demand.



Advertising at the backside of trucks offers a unique visibility on national roads. Thanks to GPS-tracking and reporting it's easy to see the covered areas during the campaign.

Contractor	Product	Period	Gross Media	Production	Taxes
Mobilad	Truck Media 25 (regional)	4 weeks	10 327	1 500	75
Mobilad	Truck Media 50	4 weeks	20 655	3 000	150
Mobilad	Truck Media 100	4 weeks	41 310	6 000	300
Mobilad	Truck Media 200	4 weeks	82 620	12 000	600
Mobilad	Truck Media 400	4 weeks	165 240	24 000	1 200



Wrapped truck at the side of the road with a total advertising space of 80 m<sup>2</sup>.

Product	Format	Units	Duration	Gross Media Cost (€)	Taxes (€)	Net production cost
Big Box – 1 day	Decorated Truck of 80 m <sup>2</sup>	1	1 day	1 000	40	3 900
Big Box – 10 days	Decorated Truck of 80 m <sup>2</sup>	1	10 days	9 500	40	3 900
Big Box – 20 days	Decorated Truck of 80 m <sup>2</sup>	1	20 days	18 000	40	3 900