



MOBILE MEDIA
KINGS

WWW.MOBILEMEDIAKINGS.COM • 909.203.8711 • INFO@MOBILEMEDIAKINGS.COM

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2019

WELCOME TO MOBILE MEDIA KINGS OUTDOOR ADVERTISING

WHO IS MOBILE MEDIA KINGS?

- Mobile Media Kings was founded in 2012 and is owned by an enterprising business and outdoor media professional with dedication to service and results.
- Mobile Media Kings is an out-of-home media company built with passion and a dedicated commitment to enhance the outdoor advertising standards in the U.S.
- Mobile Media Kings provide metrics, solutions, industry knowledge, and accountability to your outdoor advertising campaigns. Over the years, Mobile Media Kings has accumulated an impeccable reputation of professionalism and has driven results to numerous clients with advertising campaigns on every scale.
- Mobile Media Kings has a team of more than 200 dedicated, hard-working and loyal team members. Our client relations staff is comprised of a team of 21 professional office personnel with more than 200 years of collective media experience.
- Mobile Media Kings sets the gold standard locally, regionally, and nationally in out-of-home media. Our sleek mobile billboard design and layout is far above the national standard. Our fleet is stocked with 39 static mobile billboards, 5 digital mobile billboards, and 17 large LED screens.
- Mobile Media Kings offers more than 100 experiential marketing specialists to promote your brand in a one-on-one engagement level.



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BENEFITS OF PARTNERING WITH MOBILE MEDIA KINGS

OUR MOTTO

“WE SAY IT... WE DO IT!”

Proven track record!

RECEIVE SYSTEMIC REPORTS

Manage expectations through thorough reporting.

ACCESSIBLE OFFICE STAFF

Our office staff is easy to work with and understands your goals and deadlines.

EXTENSIVE INVENTORY

Our vast amount of tools support your media needs and give you peace of mind

SET THE STANDARD

We set the standards on mobile billboard procedures by providing GPS tracking, trained in-house staff, and in-depth training for S.O.P.

INSURED

We carry above-adequate limits of insurance for every client.

FLEET MAINTENANCE

Impeccable maintenance procedures are followed daily, weekly, and monthly for all our vehicles.

REGULAR INSPECTIONS

We provide regularly-scheduled vehicle cleanliness inspections, inside and out.

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MOBILE MEDIA KINGS TAKES SAFETY SERIOUSLY

We are registered with the Department of Transportation (DOT) and Federal Motor Carrier Safety Administration (FMCSA) and follow their safety guidelines.

- We maintain the highest Occupational Safety and Health Administration (OSHA) standards.
- Our managers are proficient and knowledgeable in various safety procedures.
- Our field supervisors are out on the road, spot checking our campaigns and ensuring adherence to our policies and procedures.
- We perform background checks on all new employees.
- Employees are provided uniforms for a clean and easily identifiable look.
- All drivers are trained via a comprehensive protocol.
- Our drivers must pass the training in order to become an active employee.
- Every employee is subject to drug screening programs.
- Regularly scheduled vehicle maintenance is performed by our in-house fleet mechanic.

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WHY MOBILE BILLBOARDS?

The most visible form of advertising!

Nielsen conducted 1,256 online surveys with US residents age 18 or older who lived in and around five major cities – Atlanta, Cincinnati, Minneapolis, Phoenix, and Tampa. Respondents were screened for having traveled on specified roads containing digital billboards within the past 30 days.



Digital Billboard Visibility

75% Noticed a digital billboard in the past month

60% Noticed a digital billboard in the past week

Impression Rates

82% Could recall specific advertising used on digital boards

Effectiveness

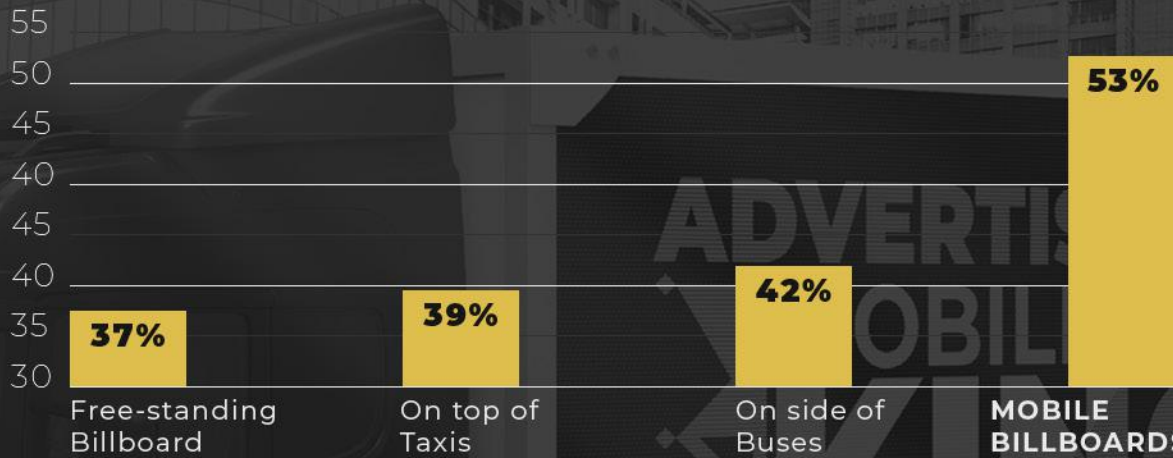
61% Agree digital billboards are a good way to learn about Sales & upcoming events.

65% Consider digital billboards a good way to learn about NEW BUSINESSES in the area.

SOURCE: Nielsen

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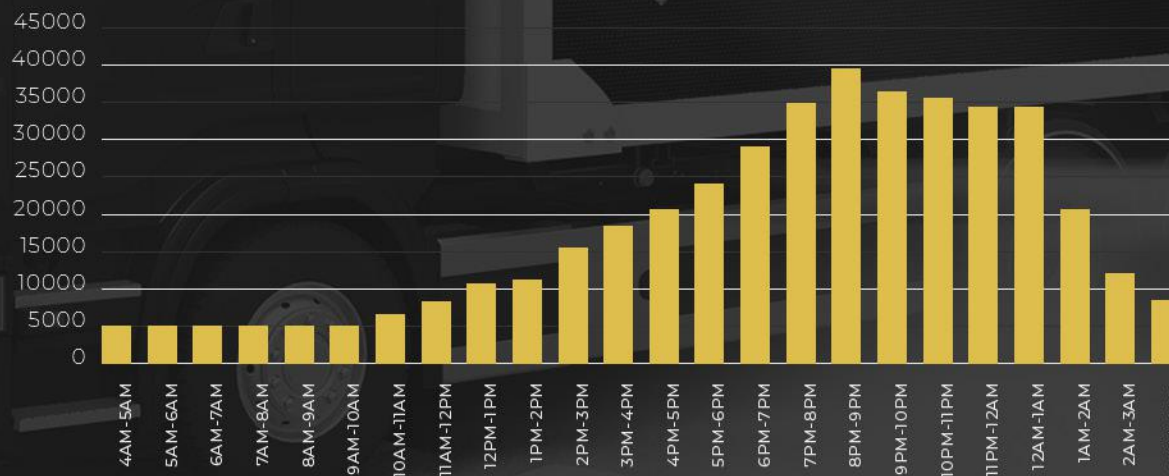
MOBILE BILLBOARD RECALL



Specific Ad Content Recall

Specific recall of mobile billboard ad content is significantly higher than recall for other forms of outdoor advertising.

24-HOUR PERIOD



Estimated Reach Curve of Pedestrians

The pedestrian hours on public streets are estimated to be distributed as outlined, with significantly higher totals in evenings and lower totals in the early morning hours.

Source: Applied Analysis of Mobile Billboards – Reach and Recall

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QUICK TIPS

AD Size

Our large mobile billboards stand out in traffic by being one of the largest in the industry. The average size of our static trucks come in at 13.5' H x 27.5' L x 8' W.

Availability

We own and operate a fleet of more than 40 mobile billboards. This gives us the flexibility to meet your campaign needs.

Cost

We offer many advertising options that will work with every budget.

Production

We require all artwork be submitted 7 business days prior to the campaign start date to avoid 25% rush charges.

Customized Routes

Spread your message anywhere! Reach you target audience by allowing us to create a custom route.

Illumination

Our mobile billboards are equipped with exterior spotlights.

Reporting

We provide proof of performance documentation for every campaign launch and campaign reviews when every campaign ends. These detailed reports include: dates and times each campaign ran, total hours of each campaign, estimated impressions and bonus hours accumulated.

Sound Capabilities

Let us know if you'd like to add sound to your static mobile billboard. For an additional fee, we can provide audio to your message.

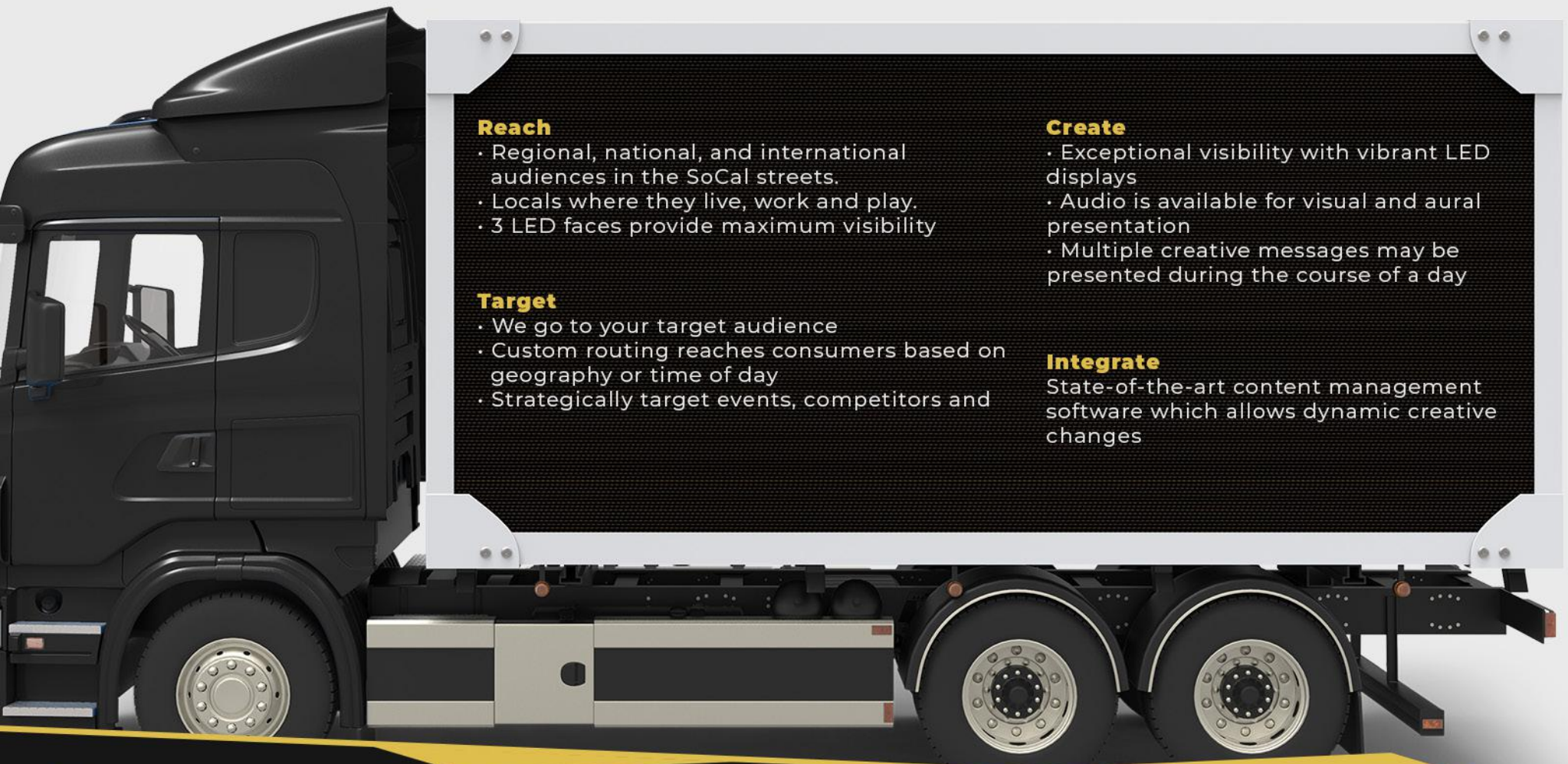
Video Capabilities

Our digital mobile billboards have video capabilities as well. We can run full-length videos while the truck is parked or if participating in a parade, convention or special event. The digital mobile can even play games and run live feeds. Contact us for more information.



DIGITAL MOBILE BILLBOARDS

Digital mobile billboard displays deliver more flexible creative changes and dynamic visual impact while breaking down the barriers that traditional advertising experiences.



OWN TIME

OWN IT

- Dynamic digital display is one of our prominent marketing displays.
- Run a minimum of **4 hours** a day up to the **entire 24 hours of the day**.
- Multiple creative images or videos may be displayed during a single run; **unlimited creative changes!**
- Creative may be day-parted.
- Geo-targeted creative delivery is available.
- When parked, digital mobile billboards are great for special events -- they have the ability to play video content with dynamic audio, such as **movies, games, commercials**, and **more**.



SHARE TIME

Share It | Network

Share time with up to ten advertisers as part of the Mobile Media Kings California Digital Network.

Each spot plays for 8 seconds.

A minimum of 510 spots are guaranteed to play each day.

Spots rotate automatically.

A one-week campaign delivers the following:

- Almost half a million estimated impressions per spot.
- At least 3,570 weekly plays.

Creative messaging may be day-parted.

Travels through major cities throughout California to maximize impressions.

Ability for buyouts.

6HR Spots	Daily Plays	Weekly Plays
1	255	1,875
2	510	3,570
3	765	5,355

12HR Spots	Daily Plays	Weekly Plays
1	510	3,570
2	1,020	7,140
3	1,530	10,710

* The figures in this tables are representative of data from cities with high pedestrian density and time of day.

CONVENTION & FESTIVAL ADVERTISING

California Convention Advertising Packages

- 10-Hour runs each day. Run times can be staggered to maximize your reach to attendees.
- Creative sets are included in package pricing.
- Custom routing targets attendees during convention hours, while they're on the streets surrounding the respective convention center or near their host hotels.
- Creative files due 10 days prior to start of the campaign.

ARTWORK SPECS

Specs: Call your Account Executive for the Specific Spec Sheet

To submit artwork, please send a downloadable link or direct attachment (only accepted file formats) to: **files@mobilemediakings.net** and **CC your Account Executive!**

Please include information to identify your account with Mobile Media Kings within your email subject or body.

Accepted File Formats

All artwork should be submitted in RGB format.

- JPG
- PDF
- WMV
- MOV
- SWF

INTERACTIVE SMS, MMS, & CLICK-TO-CALL FUNCTIONALITIES

Start collecting customer data on all your mobile billboard ad campaigns. Connect directly with your customers using permission-based SMS and MMS alerts to their mobile phones with your offers!

**THE EASIEST WAY TO DISTRIBUTE COUPONS, DIRECTIONS,
AND SPECIAL OFFERS TO MILLIONS OF PEOPLE ON CALIFORNIA STREETS!**

MULTI-TIER CALLS TO ACTION

Ever wonder who's paying attention to your mobile billboard advertisements? Well, Mobile Media Kings knows and so should you! Don't just advertise on any mobile billboard truck when you can advertise on a Mobile Media Kings LED Billboard Truck and COLLECT important consumer data from your campaigns!



VIDEO AND LIVE-STREAMING



MOBILE MEDIA KINGS is so much more than a typical billboard. It's a digital experience in motion. Bright LED high-definition screens. Continuous movement. Bold messaging. All crafted specifically for the audience reading it. The results? Customers simply can't look away!

MOBILE MEDIA KINGS has arrived to serve the Southern California market and beyond. Get to know us and learn how we can help keep eyes and minds where they should be -- on your brand.

MOBILE MEDIA KINGS offers cutting-edge mass media vehicles that take your brand to any accessible point in the region. Now instead of waiting for your audience to wander by or speed past your brand, you can drive traffic, boost sales, and exponentially increase impressions by bringing your business right to where customers live, work, commute, and play.

ADVERTISE YOUR BUSINESS KING STYLE!

MOBILE MEDIA KINGS is a locally-based Mobile LED Billboard Company service all US markets. We are capable of delivering high-impact marketing campaigns at street level, utilizing an effective riffle scope approach to hyperlocal marketing!

MOBILE MEDIA KINGS LED Digital billboard trucks feature state-of-the-art functionalities on 6mm high-definition, high-resolution digital billboard screens that are comparable to HDTVs. Our mobile LED digital billboard trucks are constantly on the go from one high-traffic location to another all day, every day! We provide maximum exposure of your marketing and/or corporate branding campaign **KING STYLE** 7 days a week, 365 days a year.

MOBILE MEDIA KINGS mobile LED billboard trucks are designed to go where other billboards can't. LED billboard trucks have up to a 97% Ad recall rate; as seen by up to 96% of drivers and passengers while traveling in traffic; they are read in entirety by 85% of all drivers and passengers that see the advertisers' message on our mobile billboard trucks.

GENERAL TERMS AND CONDITIONS OF BUSINESS

1. General: The "General Terms and Conditions of Business" represent an integrated component of every agreement concluded between the Client and Mobile Media Kings. On placing of an order the Client acknowledges and accepts our "General Terms and Conditions of Business."

2. Confirmation of order: Orders are only accepted in written form. The acceptance or refusal of an order is always made in writing. Any changes made to orders must also be made in written form. Mobile Media Kings reserves the right to refuse orders without giving reasons for doing so.

3. Time Compensation: For other down time in excess of one (1) operating day, Mobile Media Kings will provide an equivalent number of additional days of advertising. In the unlikely event that downtime occurs, Mobile Media Kings assumes no responsibility for down time if down time is due to public emergency or necessity, force majeure, restrictions, imposed by law, acts of God, labor disputes or for any mechanical breakdown beyond Mobile Media Kings' control.

4. Graphic Approval: Mobile Media Kings reserves the right of prior approval of all copies, displays, graphics, data and advertising which the Advertiser proposes to locate on any Mobile Billboard or digital display fixture (mobile or stationary) prior to same being affixed, situated or placed. Client assumes responsibility for obtaining permissions needed for all elements of the ad campaign.

5. Contract Cancellation: Advertiser must provide 60 days written notice to cancel any campaign; a short rate may apply. Once production is printed it is non-refundable.

Mobile Media Kings may cancel this agreement at any time by giving the Advertiser 60 days written notice per sales order and by rebating any prepaid monies. Mobile Media Kings shall have no further obligation to Advertiser upon such cancellation.

6. Vinyl Storage: Mobile Media Kings will store the vinyls for 30 days past the last day of the campaign. Advertiser must contact the Mobile Media Kings Account Executive to arrange the return of the vinyls or give permission to recycle vinyls. Vinyls are the property of Advertiser and may be picked up by the Advertiser at any time with 72 hours' notice. Vinyls stored longer than 30 days (per Advertiser request) may result in a \$20 per vinyl, per month, storage fee. Mobile Media Kings has a maintenance program in place to preserve the quality of the vinyl sets and skirts. Vinyl sets (2 sides and front/back posters) have an average shelf life of 9-12 months. Skirts have an average shelf life of 3-6 months. White/light backgrounds can be more difficult to clean and may warrant more frequent replacement. Replacement cost is the responsibility of the Advertiser.

7. Run Time: Time is sold in blocks of hours. Unless specifically stated otherwise (refer to the separate sales contract), Client campaign may run any time during a 24-hour period, 7 days per week. Premiums will apply for primetime hours and holidays. Kre-8 Media reserves the right to exercise up to a 90-minute sway in the start and end time of any campaign. Run time starts when the mobile billboard leaves the warehouse.

8. Indemnification: Client agrees to indemnify, defend and hold Mobile Media Kings, LLC and its agents harmless from and against any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses, arising out of, or related to, (i) breach of any of the foregoing representations and warranties, or (ii) any third-party claim arising from use of, or access to, the advertisement under the Agreement, or any products or services made available to users through the advertisement under this Agreement.

This agreement shall be governed by and construed under the laws of the State of California.



www.MobileMediaKings.com

Kevin Kim

Partner / CEO

kevin@mobilemediakings.com

909.203.8711

Freddy Sayegh

Partner / Business Development

freddy@mobilemediakings.com

310.877.5033

Heather O'Brien

VP National Accounts

heather@mobilemediakings.com

619.343.0760

Christopher Cho

Regional Accounts Manager

cho@mobilemediakings.com

424-356-6340

