



[702] 699-9000
eyesonmebillboard.com



media kit

DIGITAL MOBILE BILLBOARDS ARE FOR EVERYONE!

Place your message exactly where your customers are.

Eyes on Me Billboard trucks put your company brand with consumers who spend on average 70% of their time away from home. We reach people regardless of how they consume their media.

HIGH VISIBILITY

Eye catching and Vibrant ads direct to consumers, reaching them during local commutes and all the high traffic Tourist areas including the Las Vegas Strip and Old Town.

BRANDING

Having your brand on our mobile billboards is the best way to jump start your marketing and brand recognition. Consumers will take notice and remember your brand with short and direct ads.

No other advertising format allows for so much versatility and creativity. Let Eyes on Me play a key role in your media strategy.



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ABOUT EYES ON ME

If your business or message needs exposure, then there is no better way to accomplish this task. Eyes on Me is a turn-key solution to your branding needs. With our extremely high traffic exposure you're sure to be seen by the most Eyes possible. Eyes on Me has a simple strategy, be where your customers are. Call us today to find out how this mobile advertising platform can put you where you'll be seen day and night in the highest traffic areas of Las Vegas. Whether your message needs to be seen by Locals, Tourists or both, we've got you covered. Let Eyes on Me put Eyes on You!

OUR TRUCKS

Our fleet of trucks carry the largest digital ad screens in the country! Each truck includes:

- Two 10' x 20' (Driver & Passenger Side Screens)
- One 10' x 5' (Rear Screen)

Sound system for audio campaigns

Our trucks' daily route is looped and begins at downtown Las Vegas and ends near Mandalay Bay. This ensures maximum impressions on the highest density areas of the Las Vegas Strip. We offer live GPS tracking with proof of performance reports.

GET IN TOUCH

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3111 S. Valley View Blvd. B-103 Las Vegas, NV 89102



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WHY DIGITAL MOBILE MARKETING

Mobile vs. Standard

- Mobile billboards are twice as effective in driving sales vs. static billboards
- 94% of respondents recalled mobile billboards with an impressive 80% who recall specific ads.
- Mobile Billboards result in an increase of sales of 107% versus a 54% increase for static billboards.

SOURCE: Product Acceptance and Research, Inc.

- 91% of target audience noticed text and graphics on vehicle advertising.
- 29% of those surveyed said they would buy products advertised on trucks.
- 96% of viewers say mobile billboards have more impact than static billboards.

SOURCE: American Trucking Association and 3M

What Sets Eyes on Me Apart?

- Affordable prices compared to our lead competitors
- Highest quality advertisement screens available
- Sound system to allow audio with advertisements
- Flexible to our customers specific needs,
- Top notch production professionals to create custom, vibrant, dynamic and memorable ads
- Professional and accountable supervisor for every campaign
- Most modern truck fleet on the strip bringing our clients to millions of people each year.



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GET ON BOARD!

With weekly and weekend time slots to choose from, your company ad will be seen at least 12 times per hour, or a minimum of 72 times per 6-hour time slot:

Monday – Thursday:

Morning – Mid day: 7:30 am – 1:30 pm

Local area hitting main residential thoroughfare routes

Mid-day – Eve: 2:00 pm – 8:00 pm

Local and Las Vegas Strip and Old Town

Eve – Night: 8:00 pm – 2:00 am

Las Vegas Strip and Old Town

Friday – Sunday:

Morning – Mid day: 7:30 am – 1:30 pm

Local area hitting main residential thoroughfare routes

Mid-day – Eve: 2:00 pm – 8:00 pm

Las Vegas Strip and Old Town

Eve – Night: 8:00 pm – 2:00 am

Las Vegas Strip and Old Town



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EYES ON ME SPOT PACKAGES

BASIC - A :30 second spot that uses existing or stock imagery to advertise a company in a fast paced, eye catching style that's bold and memorable.

Stock images (up to 10)

Stock music
Scripting
Narration
Editing

COST: \$1500

PREMIUM - A :30 second spot that features custom imagery (photo and video) to advertise a company in a fast paced, eye catching style that's bold and memorable. 1/2 day shoot on location of business operations

Stock music
Scripting
Narration
Editing

COST: \$2500

DELUXE - A :30 second spot that features "high end" footage (cinematic style, drone, moving camera) to advertise a company in a fast paced, eye catching style that's bold and memorable. Full day shoot on location of business operations

Stock music
Scripting
Narration
Editing

COST: \$3500

LUDICROUS - A :30 second spot that features "high end" footage (cinematic style, drone, moving camera) AND a spokesperson on screen to advertise a company in a fast paced, eye catching style that's bold and memorable.

1/2 day shoot on location with talent
Full day shoot on location of business operations
Stock music
Scripting
Narration
Editing

COST: \$4500

COSTS NOT COVERED: Location fees, talent fees, travel expenses, services or quantities outside those listed



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AD & DIGITAL MEDIA SPECIFICATIONS

Static Graphics

Submit all artwork in the high-resolution TIFF format, PSD layered files, RGB or CMYK. Minimum 300 DPI. Vector Graphics accepted in AI or editable PDF

Motion Graphics & Video

Minimum height of 144 px, up to 2048x1080 px maximum.

Note: We recommend using videos that are 1920x1080 for 16:9 content and 1440x1080 for 4:3 content.

Avoid using UHD (4K) video or higher resolution.

Aspect ratio: 16:9 or 4:3

Length: 15 seconds, 30 seconds, or 60 seconds

Max file upload size: 100 MB

Other: Progressive (not interlaced) format