

Why SIGN MECHANIC Mobile Outdoor Advertising?

- Mobile Advertising generates double the attention of a static billboard!*
- Mobile advertising has an unlimited impact, especially due to protective sign codes, limiting additional static outdoor advertising.
- 27% of the heaviest commuters do not read a newspaper and 74% of super commuters don't watch TV news either.
- The average round trip commute in America is 54 minutes and time spent viewing Mobile Outdoor advertising increases every day.
- Outdoor and point of sale is expected to grow 20% year to year.**

Why SIGN MECHANIC Advertising?

- SIGN MECHANIC Mobile Advertising is in the business of offering customers a media platform of high-profile, highly targeted advertising that helps customers deliver their message in our unique way.

Ad spending by Media*					
Media	H1 2005		H1 2006		Growth vs. H1 2005 (%)
	(RM '000)	Share (%)	(RM '000)	Share (%)	
Newspapers ¹	1,369,446	62.7	1,333,610	61.0	-2.6
Television ²	594,256	27.2	622,362	28.5	4.7
Radio ³	83,845	3.8	88,351	4.0	5.4
Magazines	74,457	3.4	69,272	3.2	-7.0
Outdoor ⁴	34,542	1.6	42,248	1.9	22.3
Point-of-sale	18,004	0.8	21,615	1.0	20.1
Cinema	8,366	0.4	10,040	0.5	20.0
Total	2,182,915	100.0	2,187,499	100.0	0.2

*source: Nielsen Media Research measures advertising expenditure based on published rate cards. Outdoor AdEx is based on actual spending by five media operators.

**source: Perception Research Services, Arbitron Outdoor Study, The Arbitron Outdoor Study, RYP & Becker Group

Why SIGN MECHANIC?

- SIGN MECHANIC is a one stop solution for all your graphic and mobile advertising needs
- We limit our client base to ensure we exceed our customer's expectations with personalized service and support
- We are a unique form of advertising sure to be noticed
- We can take your customized advertising into areas traditional advertising cannot go
- We can decrease your marketing budget with high impact, cost effective marketing

Media Comparison

We are affordable! Your advertising dollars will not only gain more impressions and higher-impact advertising, but you will receive them at a lower cost. And we handle everything!

Average CPM Comparison: Adults 18+

NEWSPAPERS

Half page B & W	\$23.32
Quarter page B & W	\$11.66

TELEVISION

:30 Second ROS	\$20.54
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MAGAZINE

4 color full page	\$9.62
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RADIO

:60 Drive-time	\$7.28
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OUTDOOR

Rotary bulletins	\$4.73
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MOBILE OUTDOOR

Daily Tracking

\$4.17

Custom Marketing Programs

- SIGN MECHANIC can customize a marketing campaign that will reach your marketing goal and provide a solid R.O.I.
- Campaigns start as little as \$2,000 a month
- Mobile Ad trucks can be customized with mannequins, sound, 3-D images, electronic signs, and removable signs *
- Marketing materials can be distributed to potential customers by our drivers upon request

* Additional charges may apply.

Innovative-SIGN MECHANIC offers one of the most exciting advertising mediums anywhere, it offers a unique way to gain the “wow” factor and attract both public and media interest.

Captive-with SIGN MECHANIC, you can't turn the page, change the station, or switch to another channel.

Active -unlike the internet and other online media which are remote and intangible, the beauty of SIGN MECHANIC is that it's firmly in the real world. Outdoor advertising positions your company with a presence on the street – a public face. It's an excellent way to build two essential keys to successful advertising – familiarity and trust.

Mobile-unlike stationary billboards, our billboards move. This movement, as well as bright colors and backlight, will give your message an added dimension to attract an audience.

Right Place – Right Time - SIGN MECHANIC steers the message directly to the targeted market, capturing their attention when they are already out and about, shopping or looking for entertainment.

Expertly targeted-We deliver your advertising message directly to your target market, period!

Special Use

SIGN MECHANIC also offers its trucks for rental for an exclusive customers. This opens the following doors for your creativity...

- Grand Openings
- Product Sampling
- Product Launch
- Event Marketing
- Parades
- Make it the center piece of a special promotion