

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



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

Terms and Conditions – Ad Reservation Agreement

- 1) This agreement is binding on the parties hereto and their respective heirs, representatives, successors and assigns.
- 2) Unless otherwise noted, initial Terms of this Agreement shall begin on the date of first publication of the advertisement and will continue through the contracted period.
- 3) Advertiser (client) acknowledges they have provided Sons of Thunder, L.L.C. dba (here forth known as) Sign Mechanic, a photograph, artwork, advertisement or other element (“Art”) for placement in a mobile advertising billboard.
- 4) For Art that Advertiser has produced, owns or is authorized to use, Advertiser hereby authorizes Sign Mechanic to alter, modify, use and reproduce the Art as necessary to meet Sign Mechanic specifications and print standards, and any subsequent advertisement of a Sign Mechanic billboard, including Sign Mechanic website and marketing literature. Advertiser hereby assigns all rights, title and interest in and to the Art to Sign Mechanic
- 5) For Art produced by someone other than Advertiser, Advertiser hereby authorizes Sign Mechanic to use and reproduce the Art in said billboards and any subsequent advertisement of a Sign Mechanic billboard including Sign Mechanic website and marketing literature. Advertiser authorizes Sign Mechanic to alter or modify the Art as necessary to meet Sign Mechanic specifications and print standards. This permission is granted royalty-free and has been paid for by the Advertiser.
- 6) Advertiser hereby warrants that Advertiser either owns the copyright in and to the Art or is fully authorized to assign its rights in the Art and thus has the authority, under any copyrights, right to publicity, or any other intellectual property right which may pertain to the Art necessary to grant Sign Mechanic the rights set forth herein. Advertiser hereby agrees to indemnify Sign Mechanic for any expenses, damages and fees, including attorney fees arising out of any claim that the use and reproduction of the Art by Sign Mechanic infringes the intellectual property rights of any third party.
- 7) Sign Mechanic shall not be held responsible for any artwork that is not directly produced by Sign Mechanic, and/or management reserve the right, without liability, to refuse any advertising copy, photographs, or artwork deemed to be unsuitable. Advertisements of questionable, insensitive, possible offensive subject matter and content may be refused as inappropriate.
- 8) Sign Mechanic shall not be held responsible for replacement of current boards resulting in damage from the normal wear and tear of mechanical scrolling used in the truck. Boards last on average of three months and should be replaces at the production cost of \$200.00 per board at the advertiser’s expense.
- 9) All Contracts/Insertions Orders are unable to be cancelled for any reasons. All deposits are non-refundable due to substantial commitment to our vendors upon this agreement.
- 10) If Advertiser defaults on payment of this Contract and the payment is not received by Sign Mechanic within ten days of the due date, Advertiser shall pay a late charge of 5% of the payment or \$20.00, whichever is less. If the payment is not received within 20 days of the due date, Sign Mechanic shall, at its option, discontinue all unpaid advertising and declare the entire unpaid balance of the Contract immediately due and payable, and interest shall

accrue on the unpaid balance at the rate of 18% per annum until paid. Advertiser agrees to pay all costs of collection, including reasonable attorney's fees and court costs.

11) All agreements and/or delivery dates are contingent upon strikes, accidents, vehicle maintenance or repairs or delays beyond our control, including any and all acts of God.

Customer Signature	Date	Sign Mechanic Representative	Date
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Date: _____
Acct. Exec: _____

Business Name: _____

Main Contact: _____

Primary Address: _____

City: _____ State: _____ Zip _____

Phone # _____ Fax # _____

Email: _____ Website: _____

Account Status New Renewal Change Other

Route Shreveport Bossier City

Agreement Length 13 Weeks 26 Weeks 52 Weeks

Position Driver Passenger Back All Sides

Design Cost: \$ _____

Production Cost: _____ x \$200.00 = \$ _____

Photography Cost: \$ _____

Tax: \$ _____

Total Design and Production Cost: \$ _____ due on receipt

Agreement Total (Not including Design and Production): \$ _____

First and Last 4 Weeks Deposit - \$ _____

Balance Due \$ _____

Payment Terms of _____ monthly payments at \$ _____ beginning _____.

Final payment due: _____

Payment Method

American Express MasterCard Visa Check #: _____ Cash

*Account Number: _____ Expiration Date: _____ Security Code: _____

Checks and money orders payable to Sign Mechanic

*All credit card payments will be drafted on the appropriate due date.

Upon signature, this agreement shall become a binding and enforceable contract between the parties. Advertiser acknowledges having read, understood and agreed to all Terms and Conditions on page 2 of this contract.

Customer Signature

Date

Sign Mechanic Representative

Date

Rate Sheet

All rates are priced based on a weekly rate. Contracts include 13, 26, or 52 week agreements.

Agreement Term	Rate Guarantee	No Production Cost*	Discount Rate**
13 weeks 3 side	✓		
26 weeks 3 side	✓	✓	
52 weeks 3 side	✓	✓	✓

*Twenty-six week three side agreement includes initial production at no cost.

(\$600.00 value)

*Fifty-two week three sided agreement includes initial production at no cost plus another production run at six months. **(\$1,200.00 value)**

10% Discount **(\$2,574.00 value)

Weekly Price

Three sides	\$495.00
Side	\$185.00
Rear	\$235.00

Minimum 13 week agreement which includes a 40 hour week

Production Rate

\$200.00

Per Side Advertisement

The customer supplies the Art work to specs. You may change your advertisement as many times during your contract for the regular production rate.

Special Events:

Please call for current rates.

Billboard Specifications

Sideboards are 100 in. wide by 59 in. tall

Rear billboards are 64 in. wide by 59 in. tall

File Format: Adobe Illustrator or Photoshop file. Live area 6 in. from all edges.

You need to send the art work at 1/4 (25%) of the size at 300 dpi. We will resample your image to the correct size.

Your document for the side board should be:

25" W x 14.750" H @ 300 dpi with all type and information within the 1.5 - 1.5 in. margins. Color backgrounds and photos may extend to the edge of the document. (White or lighter backgrounds show up better)

Template lines should not appear on the document

Your document for the rear board should be:

16" W x 14.750" H @ 300 dpi with all type and information within the 1.5 - 1.5 in. margin.