



ADTRUCKS trucks represent a new premium kind of outdoor media, which can be used across entire Europe. Advertisement carriers (trucks) allow oversized advertisement space, high values for customer reach and an option of visuals including realistic 3D effects, not available for any other outdoor media. ADTRUCKS represent suitable media mainly for strong and premium multinational brands, but using a suitable strategy they can be used for local brands as well.

ADTRUCKS represent a dynamic kind of media, permanently on the move, with high values for reach of target audiences and thanks to precise route planning provide an interesting option for targeting of local audiences as well.

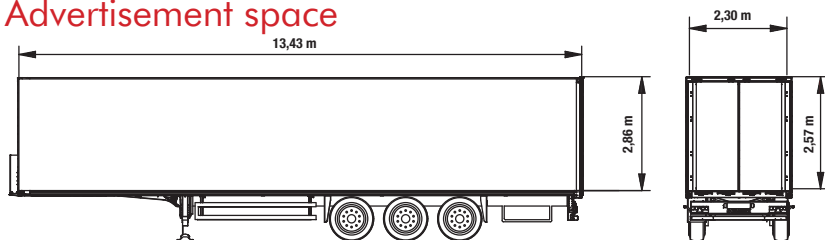
Benefits

- Option of a realistic 3D effect of advertisement: two surfaces of the ADTRUCKS truck provide a realistic 3D effect of visualisation
- Immediate market reach: ADTRUCKS trucks drive on the most frequently used roads
- Absence of other media types: advertisement media on highways are substantially less present than in towns, effect of carriers can be multiplied
- Flexibility in creativity: 2D or 3D visualisation, digital technology providing printing of premium quality offers unlimited options for creativity
- Strong and premium carrier: ADTRUCKS trucks according to advertisement size belong to the largest carriers, available for outdoor media. Via their image they demonstrate the power of brand and its high position in society
- Visualisation from three sides is visible not only for drivers but also for pedestrians
- Targeting: selection from a very high number of routes enables to target each advertisement reach even up to the level of regions
- Visibility: minimum of 80.000 views per day, minimum of 2.000.000 views per month - www.adtrucks.eu/visibility

Visualisation

ADTRUCKS represent specific media, which can help to evoke for brands size, power and importance of brands for consumers. ADTRUCKS people will help you to select suitable visualisation, adjust it to advertisement area and with optional 3D effect of visualisation. They will use for that purpose their knowledge based on implemented projects, verified by practice. Visualisation must comply with the ethic code and ethic principles for the advertisement in the Slovak Republic and European Union.

Advertisement space



Specification of adhesive material

We attach on trucks a removable mat PVC self-adhesive label. Thickness 100 microns, 4+0 print resistant to external elements. Printing and attachment of films will be provided by ADTRUCKS s.r.o.

TOTAL AREA:	approx. 83 m ²
SIDE WALLS:	13,43 x 2,86 m
BACK WALL:	2,30 x 2,57 m
MINIMUM LEASE PERIOD:	3 months
ROUTES:	Europe (Exact tour plan upon request)

Specification of docs for printing

- Printing PDF CMYK, texts in curves
- Resolution 300 DPI, scale 1:10
- Colour press proof necessary
- More detailed specification, truck curves and limitations for graphic according to law will be provided during preparation of visualisation.

Contact

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