

INTERESTING NUMBERS FOR YOU



ADTRUCKS trucks represent an innovative premium out of home medium providing flexible movement across entire Europe. Advertisement carriers are interesting for their sheer size of the advertisement surface, option of creative use of 3D effects and high reach values. On the basis of **videos recorded from the truck cabins, surveys of retention rate of advertisement on trucks, processed information on traffic flows** according to National Highway Authority and electronic toll data we can plan routes with high accuracy in order to reach the specified target group with the highest precision.

ADTRUCKS are permanently moving in order to help you to satisfy your goals.

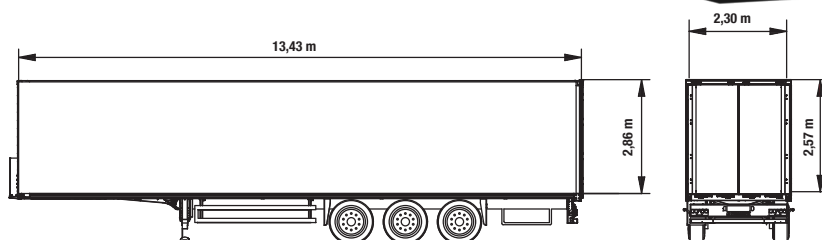
DETAILS OF OUR SURVEYS

- Number of trucks under contract in the Slovak and Czech Republics: more than 450 ADTRUCKS
- Driven km: each ADTRUCKS truck drives monthly at least 11.000 km
- Daily time interval: 06:00 - 24:00, 18 hours a day
- Nonstop: ADTRUCKS trucks, thanks to legislative exception if compared to other trucks, can also drive during weekends
- Dispatch of trucks: ADTRUCKS guarantee to clients 85 percent dispatch
- Exact tour plans: complete coverage of the Slovak and Czech Republics, routes can be planned across entire Europe
- Visual contact: min. 71.000 visual contacts per day and min. 1.940.000 per month
- High mobility of the company: There are more than 2.300.000 vehicles registered in the Slovak Republic
- Brand awareness: Mobile advertisement will increase brand awareness 15x more than other forms of advertisement
- Target group: age bracket 15 -55 years, higher purchase power, mobility and higher level of education.



VEHICLE DIMENSIONS

TOTAL SURFACE:	83 m ²
SIDE WALLS:	13,43 x 2,86 m
REAR END:	2,30 x 2,57 m
MIN. DURATION OF LEASE:	3 mesiace
ROUTES:	Európa



WHAT OFFER ADTRUCKS

- Non-traditional advertisement on a large surface - 83 m²
- Visual visible from three directions
- Exact tour plans prepared according to days driven by your truck
- Minimum of 1.940.000 recipients of your advertisement per month
- Control of your advertisement

THE RESULT - THE FIRST EXACTLY | MEASURABLE OUTDOOR ADVERTISEMENT.

Contact

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