

BannerTrucks Mobile Billboards Are Worth a Thousand Words Thanks to New Commuter Radio Component

CHICAGO, Ill. – June 7 (SEND2PRESS NEWSWIRE) – Banner Trucks (www.BannerTrucks.com), a unique mobile advertising company based in Chicago, today announced the launch of CommuteTalk, a new short frequency radio station featuring employment and local news on wheels, as well as 15-second spots, rotated every five minutes during drive-time for premium Banner Truck clients. CommuteTalk is designed specifically to target the hard-to-reach drive-time demographic.



Send2Press® Newswire

Photo Caption: BannerTrucks promoting a local sub-division.

“We began Banner Trucks three years ago in response to the signage restrictions in the Metro Area,” said Darryl Morris, Marketing Director for BannerTrucks. “I’m a builder, and city ordinances prohibited me from advertising my development where I needed to. So I put my sign on a truck and drove it through my target area during peak traffic periods. Not only did I get a phenomenal response to my ad, but I had people beating down my doors wanting to buy mobile ad space to reach this valuable but often difficult commuter market.”

A recent study by Arbitron, the New York City-based marketing research firm,

found that nearly 30% of consumers were motivated to make a visit to a retail store within a week after seeing a roadside advertisement while they were in their cars. Arbitron's research also found that consumers often are going over their to-do lists while driving to or from work. "They're in the car but they're in shopping mode," says Pierre Bouvard, President of New Ventures for Arbitron. "They're literally making their mental lists. It's the window of opportunity right before they shop."

BannerTrucks banners are displayed every eight seconds, and up to 600 times a day for only \$1000.00 a month, plus \$249.00 in production costs. Customers can choose either a metro or a suburban route for their ad. Customers can also book trucks exclusively for special promotions, and drivers can distribute samples and other collateral materials wherever the client chooses. BannerTrucks' staff meets with every client to assist with the selection of a banner template and the production of photos and copy in order to create the perfect vinyl banner for each individual business, product or service.

Now, every banner will also refer customers to an audio message from the client, which can transmit to any FM car radio within a 600 foot radius. BannerTrucks Operate Monday through Friday from 6:30am to 6:30pm.

The BannerTrucks themselves are custom manufactured in Europe and are fueled by vegetable oil. A single computer operates banner lighting for the sides and rear panels of the trucks. Panels can be programmed to scroll every 8 seconds creating a colorful visual impact. In order to broadcast CommuteTalk, there are 7 channels on board which can digitally store up to 4 custom messages a piece.

"With CommuteTalk, clients can add value to their visual message with promotional audio content about their company. BannerTrucks is a truly integrated, innovative, interactive and eco-friendly advertising solution."

For more information please visit www.BannerTrucks.com or contact:Darryl Morris of BannerTrucks, (708) 243-9132, dmorris@bannertrucks.com.

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