

Get your word out there!

“Exclusive Outdoor Marketing Program”



GREEN ARMY MOTORSPORTS and its owner/parent company CLS LANDSCAPE currently run and operate a Fleet of High Profile Branding opportunities above and beyond our Exciting RACE programs. These additional properties may be considered for use by our corporate alliance partners throughout Southern California.

This **branding opportunity** reaches literally millions of eyeballs 5 days a week and 52 weeks per year! The Southern California region is home to approximately **24 million people**, which is more than half the state's population, and is the nation's second most populous region behind the urban seaboard of the Northeastern United States. *IMAGINE the “LOOK” feel and Excitement of **your product/logo/corporate message** being **seen and heard LOUD AND CLEAR** all across sunny Southern California from San Diego to Ventura.

HIGH PROFILE Branding Opportunities:

- ✓ **75+ BILLBOARD READY BOX VANS** with over 300 + SQ FEET of visible branding space. These meticulously maintained fleet vehicles travel throughout southern California 5 days a week on the nation's busiest freeway system for ultra HIGH PROFILE VISIBILITY and maximum IMPACT.



(Over 500,000 miles per year travelled in So. Cal)
(100 TIMES the viewing / branding POWER in the LARGEST OFFROAD MARKET in the world)

GREEN ARMY RACING HAS BEEN SEEN ON:



An Army of “MARKETING MACHINES”

“This is a very unique opportunity for Green Army partners to take the reins and rule the roads promoting their products to all of Southern California”. Kevin Davis Owner

Compare our options...

Unlike remote and obscure billboards, unlike wasteful and expensive cable TV ads, unlike anything you’ve seen this campaign has wheels and takes “action” in America’s largest targeted action sports demographic!

With our program viewers cannot fast forward as the ad moves into focus or moves through their environment unlike TV, radio, print and the Internet where consumers have the ability to change the channel, fast forward or just “click” away.

This medium is possibly the last place where consumers do not control the ad space. This gives our Partners unprecedented control over how and where their ads are seen!

The Facts, Stats and potentials of an Outdoor Mobile Advertising campaign as rated by professional marketing firms.

- 97% recall of the advertising message (*RYP & Becker Group*)
- It is estimated that one mobile billboard truck can make over 1,500,000 million impressions per month when targeted to a DMA (Designated Marketing Area) of more than 5 million people -- that's a CPM of six dollars based on a two month campaign (*Simmons Market Research*)
- Nearly 30% of mobile outdoor "viewers" indicate they would base a buying decision on the ad they see (*American Trucking Association Study*)
- Generates 2 ½ times more attention than a static billboard (*Perception Research Services*)
- Builds brand recognition (*Perception Research Services*)
- It captures heavy commuters: 27% of the heaviest commuters do not read a newspaper (*The Arbitron Outdoor Study*)
- 74% of super commuters don't watch TV news either (*Arbitron Outdoor Study*)
- Heavy commuters make more money, drive more, are higher educated and are more likely to have children (*Arbitron Outdoor Study*)
- Based on a conservative estimate of 120,000 impressions in a 10-hour day, the CPM rate for mobile outdoor is less than \$6.00! (*Richard A. Staley Consulting, study commissioned by Mobile Outdoor Promotions*)
- 98% of viewers of mobile outdoor indicate they noticed truckside ads (*American Trucking Association Study*)
- 96% state that the ad had more impact than a static billboard (*American Trucking Association Study*)



OPPORTUNITY KNOCKS

Outdoor Marketing

Our program offers Solutions that are:

- ✓ **TARGETED** (to a specific audience the lives in the immediate area)
- ✓ **Attention-getting** (LARGE custom graphic wrap is sure to grab attention)
- ✓ **Cost effective** (cost is that of pennies on the dollar to comparable programs)
- ✓ **Ideal for short-term / long-term** (promote in the off-season / change to update at will)
- ✓ **Flexible** (target freeway sections in a revolving campaign to all commuters)
- ✓ **Demographic specific** (appealing graphics grab the attention of Action Sports enthusiasts)
- ✓ **Generates Excitement** (compound the excitement of Racing in So. Cal's local environment)

The Fleet / The Mission







With GREEN ARMY -- "IT'S A WIN-WIN"

This opportunity is proudly brought to you by CLS Landscape and Green Army Motorsports. All details may be arranged and custom tailored to your corporate branding/advertising needs including ongoing promotions. Vehicle graphic may be changed or updated at will at the client's discretion.

All program pricing is available upon request and based upon true market value.

For further information please contact:

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