

make an impression



ads motion



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AdsMotion— make an impression

Looking for a high impact way to get your message in front of the people you want to reach...your customers, your community, your audience? Make an impression with AdsMotion outdoor moving billboard systems.

Pulled behind zippy little cars, AdsMotion is the newest way for your message to be highly visible all over the streets of Canberra.

So what is Outdoor advertising?

In a rapidly changing media environment, Outdoor advertising has become an important communication medium for business, government and the not-for-profit sector. It can exist on road-sides, in pedestrian malls, around airports and other transport hubs, in transit and within retail and other lifestyle environments.

Part of the mainstream media industry, Outdoor currently represents about 3.6 per cent of the annual \$12 billion advertising market.



So why should I use Outdoor?

In today's fast-paced life, Outdoor is the perfect way to reach people on the go. As audiences fragment and change, making an impact through traditional media—such as TV, radio, newspapers and magazines—is becoming an increasingly challenging and costly exercise.

With lifestyle and technological change continuing to impact media consumption, Outdoor is becoming a vital element in an effective media schedule.

So who uses Outdoor?

Advertisers are increasingly acknowledging the effectiveness and impact of Outdoor advertising. Today every category of advertiser is featured in Outdoor media compared to a select few ten years ago.

Top 5 Advertisers in Outdoor Media 2007

- Telstra
- Nestle Australia / L'Oréal
- Coca Cola Amatil
- Commonwealth Government
- Unilever Australia

Source: Nielsen Media Research

AdsMotion billboards are also available for stationary placements road-side or at events.



Rates

Days	Shifts	Cost (per day)	Total	Design & Production	Campaign Total
2	1	\$900	\$1800	\$1200	\$3000
	2	\$1800	\$3600	\$1200	\$4800
3	1	\$850	\$2550	\$1200	\$3750
	2	\$1700	\$5100	\$1200	\$6300
4	1	\$800	\$3200	\$1200	\$4400
	2	\$1600	\$6400	\$1200	\$7600
5	1	\$800	\$4000	\$1200	\$5200
	2	\$1600	\$8000	\$1200	\$9200

Shift times

4.5 hour shifts. Flexible start and finish times.

All prices are GST exclusive. Please visit www.adsmotion.com.au for our terms and conditions. Days must run consecutively.

Stationary billboards POA.

So if you want to make an impression,
contact us today to make AdsMotion
part of your next advertising campaign!

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