

Yellow Fleet Advertising



Company Overview

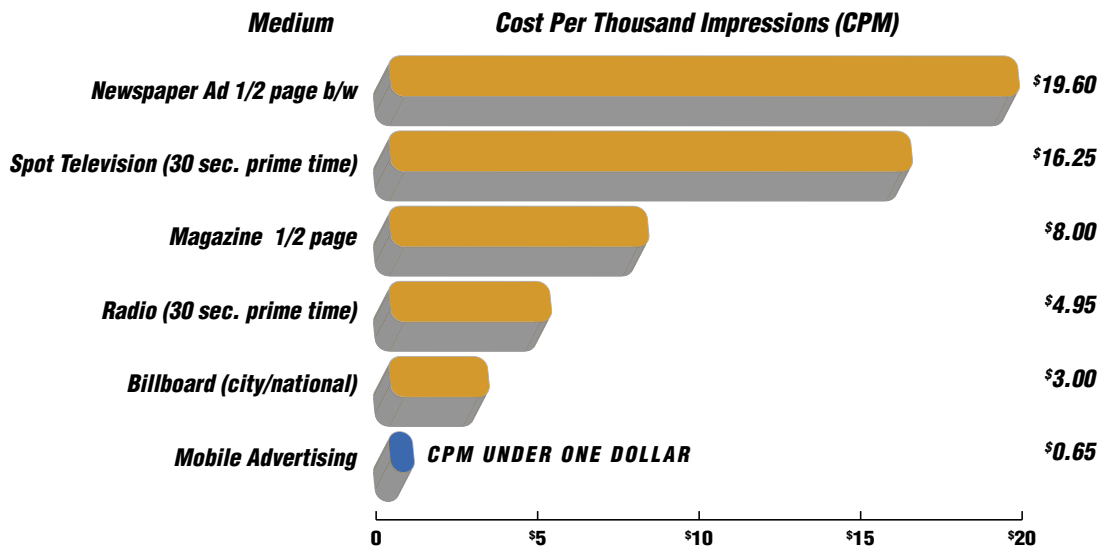
Yellow and Roadway Fleet Advertising gives advertisers a dynamic and efficient medium to deliver messaging exactly where their customers live, work and play. Our primary goal is to provide efficient advertising solutions that are extremely cost effective, particularly when compared to more traditional advertising vehicles and venues. With one of the largest fleets of tractors and trailers on the road today and coverage routes that span over a billion miles throughout the U.S., Canada and Mexico, the impressions you will gain make advertising with Yellow and Roadway affordable, effective and efficient.

What is Fleet Advertising?

In a world of increasing advertising clutter, Yellow Roadway Fleet Advertising stands apart from the crowd with unparalleled street level exposure. Fleet Advertising delivers pinpoint accuracy, reaching your zip coded target audience with a smaller investment than virtually any other quantifiable medium. Our giant, eye level, rolling billboards are cost effective to the advertiser because we utilize both the sides of our fleet delivery vehicles. Compared to the cost and efficiency measure of broadcast or print, Yellow and Roadway Fleet Advertising offers an incredible value. In fact, we can deliver a CPM (cost per thousand impressions) that is under one dollar – the lowest measurable CPM in the market today.

Cost Advantages vs. Other Media

According to the 2000 United States Census, today's demographic target audience lives an increasingly active lifestyle away from their living rooms, creating more exposure opportunities in the mobile outdoor advertising arena.



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Demographic Impact Study

According to a study of the critical role that outdoor advertising vehicles play in today's media mix, the following statistical information was reported by Arbitron¹ corporation: "Whether targeted to pedestrians or vehicle passengers, outdoor media have the power to reach mobile consumers. Particularly, outdoor media can play a critical role in a media plan by reaching consumers who receive less exposure from traditional channels such as print and/or broadcast."

Among the study's findings are that Americans are more mobile than ever before. For instance, Americans reported traveling an average of 302 miles in a vehicle in the past seven days with an average round trip commute to work of 54 minutes. Pedestrian traffic has also stepped up across the country with eight of ten Americans reporting that they have walked in any city or town in the past seven days.

91% of the people surveyed by the ATA reported that they do notice words and pictures on Mobile Advertising Vehicles

75% reported that they developed a favorable impression of the company when graphics were used

29% said they would base a buying decision on these impressions

A statistical study conducted by Arbitron supports "truck-side" advertising as a mobile media that targets vehicle drivers/passengers, reaching 96 percent of Americans weekly.

The advantages of Mobile Advertising are so profound in fact that Arbitron is currently developing a system for measuring audiences in local mobile ad markets across the United States — similar to their rating system for broadcast media.

Nancy Fletcher, president of OAAA² agrees that, "outdoor media not only have significant reach, but they can generate extremely significant frequency exposure among heavy commuters and vehicle drivers/passengers."

Market Coverage

The Yellow Roadway network has over 600 terminal facilities across the nation in all major markets including New York City, Chicago, San Francisco, Los Angeles, Washington DC and Miami.

1 Arbitron Inc. is an international media and marketing research firm serving radio broadcasters, cable companies, advertisers, and advertising agencies in the United States and Europe.
2 Based in Washington, D.C., the Outdoor Advertising Association of America is the leading trade association representing the outdoor advertising industry.

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Top 25 Markets for Fleet Advertising

Metropolitan Statistical Area (MSA)/Gross Rating Point Allotment

Rank/MSA	Population Age18+	Daily Effective Circulation (DEC)	Showing Size ¹				Avg. Travel Time to Work (mins)	Population Density (persons/mi ²)
			#100	#75	#50	#25		
1 New York	5,676,000	58,111	98	73	49	24	35.1	4,205
2 Los Angeles	5,102,000	56,020	91	68	46	23	28.8	5,600
3 Chicago	5,093,000	40,321	126	95	63	32	31.1	2,915
4 Philadelphia	3,666,000	45,430	81	61	40	20	28.0	3,315
5 San Francisco/ San Jose	3,878,000	46,510	83	63	42	21	29.4	3,210
6 Boston	2,998,000	43,210	69	52	35	17	28.4	2,610
7 Washington, D.C.	3,107,000	39,712	78	59	39	20	32.7	3,455
8 Dallas/Ft. Worth	3,130,000	43,219	72	54	36	18	27.4	1,980
9 Detroit	3,756,000	38,135	99	74	49	25	26.5	3,060
10 Atlanta	2,458,000	38,140	64	48	32	16	31.2	1,640
11 Houston	3,047,000	42,410	72	54	36	18	28.8	1,940
12 Seattle	1,938,000	39,015	50	37	25	12	27.7	2,285
13 Cleveland	2,169,000	32,472	67	50	33	17	24.3	2,285
14 Minneapolis/ St. Paul	2,238,000	38,116	59	44	29	15	23.6	2,005
15 Tampa/ Sarasota	1,640,000	34,242	48	36	24	12	25.6	1,460
16 Miami/ Ft. Lauderdale	2,753,000	46,319	59	45	30	15	28.9	4,055
17 Phoenix	2,328,000	43,127	54	40	27	13	26.1	2,320
18 Denver	1,758,000	37,623	47	35	23	12	26.0	2,275
19 Pittsburgh	1,918,000	32,341	59	44	30	15	25.3	1,770
20 Sacramento/ Modesto	1,218,000	40,132	30	23	15	8	25.9	3,400
21 St. Louis	2,008,000	38,361	52	39	26	13	25.5	2,895
22 Orlando/ Melbourne	1,043,000	34,369	30	23	15	8	26.9	1,845
23 Baltimore	2,133,000	39,025	55	41	27	14	29.8	4,055
24 Portland	1,263,000	34,001	37	28	19	9	24.3	3,030
25 Indianapolis	988,000	29,020	34	26	17	9	23.9	2,060

Sources Used for Data Compilation

- Traffic Audit Bureau (TAB) Audited Reports and Verification of Information for Fleet Side Advertising
- 2000 U.S. Census
- 2001 TTI, "Urban Mobility Study"
- 2001 Arbitron, "Average Travel to Work Study"

¹ Allotments for GRP showing size reflect 20 day GRPs

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Message Tracking

We provide our clients monthly reports detailing the routes of their messaging trailer. This report includes the number of hours and miles the message trailer was on the streets. This comprehensive report also includes pin-point detail such as street/city/zip information for the 10-12 stops the message trailer made each day that month.

Testimonials

Roadmark is pleased to be a key representative for both Yellow Transportation and Roadway Express promoting the fleet advertising service to third-party advertisers who are seeking to institute outdoor advertising campaigns. Yellow Transportation and Roadway Express offer a unique ability to geographically target client advertising **LOCALLY** with their valuable national network of distribution terminals. Equally important, all local trailers operate in populated urban areas during daytime hours with accountable proximity circulation. Yellow Transportation and Roadway Express 'mode of operation' makes Yellow Transportation and Roadway Express fleets 'ideal' for advertisers to use as mobile outdoor advertising displays.

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Contact Information

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