

# About Mobile LED Advertising



**SIGNON** LLC  
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In-Traffic™ Mobile LED Advertising Billboards are the wave of the future in advertising, and just a fraction of the cost to purchase of a traditional billboard. Start an advertising route in your city, or add this to your existing advertising business. We provide the LED billboards, the box, the power source (generator or battery system) and support, you choose your truck! Our finished billboard box is easily mounted on the back of any truck or van fit to carry a box.

Mobile advertising offers a cost-effective advertising solution for small, medium and large businesses (*your target customers*). Due to the 3-4 billboards and advantage of the digital 'ad-sharing' concept (*multiple advertisers rotating on the same boards*), you can offer advertising rates at a fraction of the price of standard billboard advertising to your clients, while reaching the same audience. In fact, In-Traffic™ LED billboards have higher visibility than a roadside billboard since they are seated directly 'In Traffic™', giving you an even further competitive edge over roadside billboards. Any business operating in your city is a potential client.

# How to Get Started

Speak to one of our In-Traffic™ mobile billboard advertising specialists

## Contact Us

Purchase the custom billboard truck that works best for your needs

We are here to assist!  
Financing is available

We provide virtually all of the support & marketing materials you need to start & run your advertising route successfully

### FREE with purchase:

- Software
- Training & guidance from our In-Traffic™ advertising specialists
- Customized route map for your city
- Customized marketing materials for selling ads
- Advertising contracts for closing the deal
- Unparalleled customer & technical support

## How to profit:

- A. Park in a busy area as a billboard
- B. Rent for special events, grand openings, etc.
- C. Drive around your city as a "mobile In-Traffic™" billboard
- D. All of the above!

- Hire a driver to drive your truck during rush hour or specified times during the day/week. Our staff assists with mapping out an effective route in your city for free
- Earn revenue by selling ads on your In-Traffic™ advertising truck to local businesses
- Rent your truck out to businesses by the hour or day for special events



# Standard Specs & Pricing

**Build your own custom size billboard  
OR Choose our most popular model**

## **LED Mobile Advertising Box Truck/Trailer (Most Popular Model)**

- ✓ 6' x 12' Universal Box - Fits on any standard 12' box truck & chassis
- ✓ Two (2) 5.5' x 10' Outdoor Displays - For the left & right sides
- ✓ One (1) 5.5' x 5.5' Outdoor Display - For the rear
- ✓ One (1) 1' x 6' Outdoor Display - For the front
- ✓ Basic diesel generator - Upgraded sets available for heavier duty

## **Standard Pricing Options w/ 6' x 12' Box**

- |   |                                     |
|---|-------------------------------------|
| ✓ PLED-16 Economy Model: [16mm LED Pixel Pitch]<br>(Optimal Viewing Distance: 25+ Yards)    | <del>\$49,900</del> <b>\$39,900</b> |
| ✓ PLED-10 Economy Plus: [10mm LED Pixel Pitch]<br>(Optimal Viewing Distance: 10+ Yards)     | <del>\$69,900</del> <b>\$49,900</b> |
| ✓ <b>PLED-8 MOST POPULAR:</b> [8mm LED Pixel Pitch]<br>(Optimal Viewing Distance: 9+ Yards) | <del>\$79,900</del> <b>\$59,900</b> |
| ✓ <b>PLED-6 Recommended:</b> [6mm LED Pixel Pitch]<br>(Optimal Viewing Distance: 5+ Yards)  | <del>\$85,900</del> <b>\$77,900</b> |
| ✓ <b>PLED-5 Recommended:</b> [5mm LED Pixel Pitch]<br>(Optimal Viewing Distance: 4+ Yards)  | <del>\$99,900</del> <b>\$83,900</b> |

### **TRUCK SOLD SEPARATE-**

*Use your own truck or purchase one of  
our recommended trucks as a bundle*

- ✓ Customize your own size billboards as large or as small as you please:  
**Call for a quote: (239) 800-9454**

# Custom LED Mobile Advertising Box Truck or Trailer



You choose the LED Billboard sizes custom to your needs.  
We build the full box for your truck, including a generator, or  
alternate power source, and everything you need to operate.  
All you supply is the truck OR purchase from our local dealership -

## Recommended truck:

Isuzu NPR 4 cylinder turbo diesel: \$39,999 (*base price*)

View our Advertising Media Kit





# Standard LED Display Specs



100,000+ hour rating per LED  
(that can be 25+ years when  
operating at 10 hrs/day)



RGB model: >7,500 - 8,500 NITS  
(Standard)  
Up to 11,000 available



SMD model: >8,000 - 8,500 NITS



Low energy cost to run



Unlimited advertising space



Displays images, videos,  
animations, text & more



Full color: 16.8 million colors



Water & weather proof  
Working humidity: <95%



110v, 200v or 480v options



Temperature / humidity sensor:  
available



Wireless ad updating:  
available



Cloud-based / offsite ad updating:  
available



Free software & training



Ads updated by a  
Windows-based computer

# FREE Support

## FREE with purchase:

We provide virtually all of the support & marketing materials you need to start & run your advertising route successfully for FREE:

Software & training

Training & guidance from our In-Traffic™ advertising specialists

Customized route map for your city based on your local traffic reports

2 year parts warranty on LED displays. Upgradable to 5 years

Basic customer & technical support for life

Unparalleled customer & technical support

Customized marketing materials for selling ads

Wholesale rates

Full color printed materials (design & print)

● Brochures

● Media Kit

● Advertising Contracts

● Custom Website

● Graphic Design

● Business Cards: 1,000

● Brochures: 500

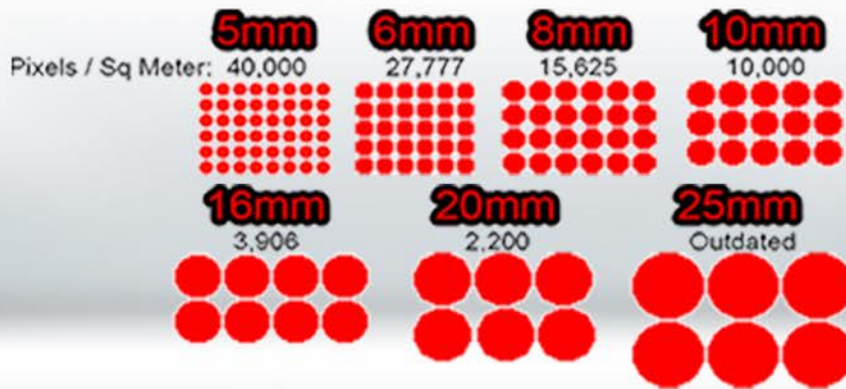
● Rack Cards: 500



# Pixel Pitch Guide

Pricing on LED Displays are custom to order, since all displays are made to order to fit your specific specs / sizes

## Pixel Pitch Guide



Specs				
Pixel Pitch Options				
Pixel Configuration	8mm	10mm	16mm	20mm
View Angle	1R1G1B	1R1G1B	1R1G1B	1R1G1B
Brightness (in NITS)	120°	120°	120°	120°
Refresh Rate	>7,500	>7,500	>8,000	>6,000
Average power consumption	1,500hz	1,500hz	1,500hz	4,000hz
MTFB	400 W/m2	350 W/m2	350 W/m2	350 W/m2
Lifespan	10,000 hrs	10,000 hrs	10,000 hrs	10,000 hrs
Working Humidity	>100,000 hrs	>100,000 hrs	>100,000 hrs	>100,000 hrs
Display Formats	<95%	<95%	<95%	<95%
Advertisements	Pic/Video/Txt	Pic/Video/Txt	Pic/Video/Txt	Pic/Video/Txt
	unlimited	unlimited	unlimited	unlimited

Pixel Configuration Options:	Style	No. of Lights	Colors	Advantage
RGB vs SMD	RGB	3 Lights	1R1G1B	16,000,000
RGB vs SMD	SMD	1 Light	All in one	16,000,000 Truer colors



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