



# MOBILE DIGITAL BILLBOARDS

High-impact mobile OOH advertising  
designed for real-world engagement

Media Kit - 2026

Rolling



# About Company

**The Rolling Ads** is a nationwide mobile digital billboard company delivering high-impact, data-driven advertising solutions for brands of all sizes. With a fleet of premium mobile billboard trucks, we help brands reach audiences in high-traffic environments where traditional media cannot. Our campaigns combine compelling creative, strategic routing, and advanced tracking technology to maximize visibility, engagement, and measurable results. From local activations to national rollouts, The Rolling Ads delivers a high-touch out-of-home advertising experience backed by experienced marketing professionals and personalized service.



## High-Impact Visuals & Audio

Our mobile billboards are equipped with **premium P4 LED screens** that deliver crisp, high-resolution visuals visible from long distances. Dynamic video playback with audio ensures strong visual presence and message clarity, even in high-traffic and crowded environments.



## Nationwide Reach

We operate a nationwide fleet of premium mobile billboard trucks, enabling campaign deployment across major markets and **all 50 states**. This expansive reach allows brands to execute both localized activations and large-scale national campaigns with consistent visibility wherever audiences are.



## Tracking & Analytics

Our campaigns utilize GPS-based live tracking, impression measurement, and **retargeting capabilities** to extend audience reach beyond the physical placement. Real-time insights support informed optimization and performance-driven decision-making.

# Vision & Mission



**To redefine out-of-home advertising by transforming high-traffic environments into dynamic, mobile brand experiences that command attention and drive impact.**



**To deliver innovative mobile digital billboard campaigns that combine premium creative, strategic routing, and data-driven technology—empowering brands to connect with audiences precisely, effectively, and at scale.**

# What Sets **Our Mobile Billboards** Apart

**With The Rolling Ads, brands gain access to a premium mobile out-of-home platform designed for maximum visibility and performance. Our digital mobile billboards travel through high-traffic corridors, major events, and key markets nationwide—placing your message directly in front of audiences where attention is highest. Backed by decades of combined marketing expertise, we execute campaigns that are strategically routed, dynamically managed, and designed to deliver measurable impact at scale.**

- **24/7 Operation**  
Continuous deployment ensures consistent exposure across high-traffic environments.
- **Strategic Routes**  
Data-informed routing optimized for visibility, audience density, and campaign objectives.
- **P4 LED Screens**  
High-resolution digital displays supporting full-motion video and audio.
- **Dynamic Engagement**  
Interactive features including QR codes, audio, and engagement tracking.
- **Flexible Ads**  
Real-time content updates and unlimited creative changes throughout the campaign.



# Mobile Billboard Advertising

## Engagement Tracking

Measure reach and engagement through GPS-based tracking, MAC detection, and interactive QR codes.



## Increase Impressions

Strategic placement in high-traffic environments can significantly increase brand impressions and visibility.

## Return on Ad Spend

Expand reach and build brand awareness to support strong performance across key markets.



## New Leads

Capture attention in high-density locations to drive awareness and generate new customer interest.



## Higher Customer Engagement

Eye-catching, interactive creative drives increased engagement with on-the-move audiences.

# Targeted Advertising

## Mobile Digital Billboards

enable precise, location-based advertising by delivering brand messages directly to specific audiences in high-traffic environments and key moments. Through strategic routing, event-based placement, and customizable creative, brands can align messaging with audience behavior and context—driving higher recall, stronger engagement, and more relevant brand interactions.



-  **High Recall Rate**  
Memorable, high-visibility mobile placements
-  **Contextual Placement**  
Deployed around events, venues, and corridors
-  **Audience Engagement**  
Interactive creative designed to capture attention
-  **Targeted Reach**  
Route- and location-specific audience exposure
-  **Customizable Creative**  
Dynamic messaging aligned to time and place
-  **Versatile Deployment**  
Local, regional, or national campaign activation

# Brand Awareness & Exposure

## Extensive Reach

Mobile billboards move through high-traffic corridors, major events, and key neighborhoods—delivering broad exposure across diverse audiences throughout the day.

01

## Striking Visual Presence

Large-format digital displays with motion and bold creative command attention, standing out more effectively than static advertising in real-world environments.

02

## Strategic Targeting

Routes are strategically planned around traffic patterns, events, and key locations—ensuring brand messages reach the right audience at the right time and place.

03

## Strong Brand Recall

High-visibility mobile placements create memorable brand impressions that support sustained awareness and long-term brand recognition.

04

# Interactive Marketing

Bridging physical presence with digital engagement



## Direct and Personal Engagement

Mobile digital billboards create direct, real-world brand exposure by placing messaging within close proximity to audiences—enabling meaningful interaction without interrupting the consumer experience.



## Immersive Brand Experiences

Interactive elements such as QR codes, augmented reality, and social integrations transform mobile placements into immersive brand experiences that extend beyond the physical display.



## Real-Time Interaction

Dynamic content capabilities allow for real-time creative updates and interactive executions, supporting timely messaging and increased audience participation.



## Memorable Consumer Connections

Interactive mobile campaigns encourage active engagement, reinforcing brand recall and fostering lasting audience connections across touch points.



# Public Awareness

Designed to reach large, diverse audiences quickly—  
driving awareness where attention is highest.

## Wide Reach

Highly visible across high-  
traffic corridors,  
neighborhoods, and  
community events  
nationwide.



## Community Engagement

Drives awareness and  
encourages participation  
around important initiatives  
and causes.

## High Impact

Bold, mobile visuals  
command attention and  
deliver messages quickly and  
effectively.

## Targeted Messaging

Flexible routing enables  
precise outreach to specific  
neighborhoods and  
audiences.

# Experiential Marketing



## Dynamic & Interactive Platform

Mobile billboards provide a dynamic, interactive platform for experiential marketing—enabling brands to engage audiences in real time and deliver immersive, memorable brand experiences in the real world.

*Trusted by brands to deliver immersive, real-world experiences in high-traffic urban markets and major events nationwide.*



### Targeted Reach

Strategically deployed in specific locations and event environments to reach high-value audiences with precision.



### High Visibility

Mobile placements in high-traffic corridors ensure brands command attention in moments where engagement is highest.



### High-Value Impact

Experiential mobile campaigns deliver strong brand lift by combining visibility, engagement, and contextual relevance.



### Enhanced Engagement

Interactive creative formats encourage real-world participation, increasing brand recall and audience connection.

# Our Statistics

A single mobile billboard can generate approximately 30,000 — 150,000 daily impressions, depending on market, routing, and campaign duration.

## Ad Visibility



Consumers notice mobile billboards as they pass by.

## Ad Effectiveness



Respondents report mobile billboards as more effective than traditional OOH formats.

## Message Recognition



Audiences register both visual creative and messaging.

## Ad Recall



Viewers recall mobile billboard content after exposure.

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*Performance metrics based on industry studies, campaign reporting, and third-party out-of-home research.*

# Our Company Metrics

**1k+**

Successfully executed  
advertising campaigns

**10+**

Years of combined advertising  
industry expertise

**1M+**

Daily impressions delivered  
across our mobile fleet

*Campaign metrics based on internal reporting and third-party OOH benchmarks.*

# Real Campaigns.



# Real Engagement.



# Campaigns Across Diverse Verticals

Medical



Political



Consumer Goods



Entertainment



Real Estate



Conventions



*Executed campaigns across regulated, consumer, and high-traffic environments nationwide.*



# Contact Us

Our team specializes in creating high-impact mobile billboard campaigns designed to reach your audience where it matters most.

*Let's put your brand in motion.*

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 Nationwide

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