



Truck Side Advertising, California

Freeways: LA, Orange & Riverside Counties 405, 710, 101, 215, 15, I-5, 605, 22, 55, 57, 10, 60. San Diego County: 15, 805, 163, 905, 78
Northern California: 5, 99 I-80



- Location:** Various Routes in California, Mainly Santa Barbara to San Diego
- Market:** California
- Style:** Truck Side
- Sizes:** 8'h x 48'w and 8'h x 53'w
- Facing:** All
- Illuminated:** No
- DEC:** Up to 2 million
- Description:** This unique advertising opportunity includes a fleet of 40 trailers, 48' and 53' in length. The trailers are used every Monday thru Friday for deliveries on various busy California freeways: 405, 710, 101, 215, 15, I-5, 605, 22, 55, 57, 10, 60, 210, 805, 163, 905, 78, 99, I-80. The DEC (AADT) for these freeways is up to 400,000. The trailers are visible during peak traffic hours from 5AM to 6PM; some deliveries are also made at night.

This is an excellent way to boost branding efforts throughout California targeting the densely populated Los Angeles, Orange and Riverside, San Bernardino, San Diego Counties, as well as the interstate through central California and all the way through Northern California.

