



The **MTM Advertising Group** reaches your target audience by delivering micro-targeted advertising at events and worksites in every state and city throughout North America and Europe. Utilizing our strategic relationships, innovative Out-of-Home advertising methods and proprietary technology, we deliver your message effectively and powerfully, generating real results for your advertising campaign.



**Target Audiences.
Delivered.**



Advertising with MTM.



The MTM Advertising Group Advantage

The MTM Advertising Group is an innovative Out-of-Home media organization that reaches your audience through micro-targeted advertising at events and worksites in every DMA in America and Europe. Unlike many forms of traditional media, which address an often fragmented audience, we only place advertisements in locations where your targeted audience congregates.

MTM•AdS

The MTM Advertising Group transforms ordinary structures (such as mobile offices, fencing and portable restrooms) into high-visibility advertising structures – we call these MTM•AdS. With

MTM•AdS, and our strategic network of prominent events, venues and worksites, we deliver campaign messaging directly to targeted audiences in a way that captures their attention and can not be ignored.

Target Your Audience

Whether your objectives include micro-targeting a specific demographic group, increasing brand awareness or promoting a specific product, MTM's unique media and events (including NASCAR races, PGA golf events, concerts, fairs and festivals, and tens of thousands of worksites) will help you deliver your message effectively and powerfully, generating real results for your advertising campaign.

The MTM Client Experience

"We are excited to be an MTM Partner! MTM has provided GM with an opportunity to take our message right to the consumer. The customer interaction is fantastic and it drives customers to our dealerships."

- Brian Bowden, Marketing Director, Fleet & Commercial Operations, General Motors

"MTM's advertisements brought the issue of impaired driving into the consciousness of football fans before they had the chance to get swept away in the excitement of the game, offering them a moment to reflect on the consequences of drinking and driving."

- Sue Laks, Vice President, Harmelin Media

"The branded wraps provide a natural link to Tylenol's current Daytona International Speedway track messaging. MTM's tracking capabilities were also beneficial as it allowed us to measure brand impressions through their sensor technology and the way the data was shared made it easy to understand since it was done online. MTM was great to work with, and provided constant support and updates throughout the experience."

- Mike Mooney, Vice President, Millsport

Target Audiences. Delivered.



Advertisers

The MTM Advertising Group works with advertisers from industries that are as diverse as the consumers they target for their respective products and services. In working with MTM, our advertising customers have come to appreciate the value we deliver by placing their brands and advertising messages in target rich environments appropriate to their offer.

The growing list of advertisers who use the MTM Advertising Group includes:

- Anheuser-Busch
- Camping World
- DeWalt
- Excel Energy
- Expedia
- Ford Motor Company
- Fox Sports
- General Motors Corp.
- GlaxoSmithKline
- Lions Gate Entertainment
- Major League Baseball
- Molson Coors Brewing Co.
- MRN Radio – The Voice of NASCAR
- Paramount Pictures
- Pennsylvania Department of Transportation
- PepsiCo
- Procter & Gamble
- 7-Eleven
- Sony PlayStation
- The Advertising Council
- The City of Chicago
- Timex
- Tylenol
- Universal Music
- Warner Bros.
- Western Union

Agencies

The advertising agency community has been quick to embrace the MTM Advertising Group value proposition. We strive to positively impact each campaign our agency partners design by ensuring that their message is delivered to the right target audience every time.

The growing list of agencies who work with the MTM Advertising Group includes:

- Alloy Media & Marketing
- Agility Sports
- Carat
- Carlson Marketing
- Concentric Marketing
- Corinthian Media
- Destination Media Group
- Harmelin Media
- Initiative
- It Works GmbH
- WestWorks
- Jost von Brandis
- Just Marketing
- Kinetic
- Universal McCann
- Mindshare
- Mobile Marketing
- Momentum
- MPG
- Octagon
- OMD
- Posterplan
- Posterscope
- Saatchi & Saatchi
- Starcom
- Vivid
- Zenith
- Zubi



Fox Sports at the Major League Baseball All-Star game.



Western Union campaign at job sites in Europe and North America.

Event Advertising.



The MTM Advertising Group places Out-of-Home advertisements in target-rich environments through our extensive network of premier events and venues across the nation. This approach allows you to engage one-on-one with the audience that is most receptive to your messaging.

Special Events

Our event advertising programs are tailored to match your campaign with the right demographic or interest-oriented audience. Our high-impact MTM•AdS captivate audiences at fairs, festivals and cause-related charity events, allowing advertisers to differentiate themselves from the competition, bolster their brand and deliver targeted product offerings.

The MTM Advertising Group strategically positions messages at our network of events across the nation, including:

- ✓ Ethnic community events & festivals
- ✓ State and local fairs
- ✓ Charity walk and run events
- ✓ Civic events
- ✓ Music festivals
- ✓ Parades
- ✓ Many more...

Sporting Events

Sports fans show up in droves to watch athletes compete and to cheer on their favorite teams. These target audiences enjoy many different sporting events, including motor racing, football, baseball, golf, marathons and triathlons. These exciting events provide advertisers with ideal environments in which to deliver engaging messages to targeted audiences.

The MTM Advertising Group deploys high-impact advertising at our network of sporting events, including:

- ✓ NASCAR
- ✓ NFL
- ✓ NCAA
- ✓ MLB
- ✓ PGA
- ✓ Ironman
- ✓ Many more...



Tylenol advertising campaign at the Daytona 500 in Florida.

Worksite Advertising.

Reach

The US construction sector is one of the nation's largest industries, employing over 8 percent of the working population. The MTM Advertising Group's worksite access and innovative advertising products deliver compelling, multilingual messages that target construction workers across the nation. With our customizable, cost-effective solutions, we can significantly enhance any advertiser, agency, or experiential marketers' campaign.

MTM•AdS: Connecting One-on-One with Construction Workers

The MTM Advertising Group transforms ordinary structures common to worksites (such as mobile offices, fencing and portable restrooms) into captivating MTM Advertising Structures (MTM•AdS), which are strategically positioned on high-traffic worksites. MTM's exclusive access to these sites provides unparalleled reach allowing advertisers to connect with consumers in target-rich environments.



GM Hard Day's Work Tour reaches 1,000 plus target customers at a premier construction site in Dallas, Texas.

US Construction Workers: Key Facts

- Nearly 12 million Americans are employed in the construction sector.
- Construction workers typically work more than 40 hours a week - about 20 percent work 45 hours a week.
- The average construction worker spends 23 days onsite each month.
- Hispanic Americans, a demographic group of growing importance to advertisers, represent 20 to 25 percent of the US construction workforce.

Frequency

MTM•AdS positioned inside worksite portable restrooms reach every worker an average of 3.3 times per day for approximately 1.5 to 6 minutes each visit. This repetitive, captive audience engagement delivers a significantly higher proportion of memorable impressions when compared with traditional media.

3.3 times a day x 23 days at 1.5 min per visit



114 Minutes per Month

A typical construction worker would have to view 7.6
 thirty second commercials per day or
 have the opportunity to view 228 thirty second commercials a month

How We Deliver.

Experience the Advantage of MTM's Out-of-Home Advertising

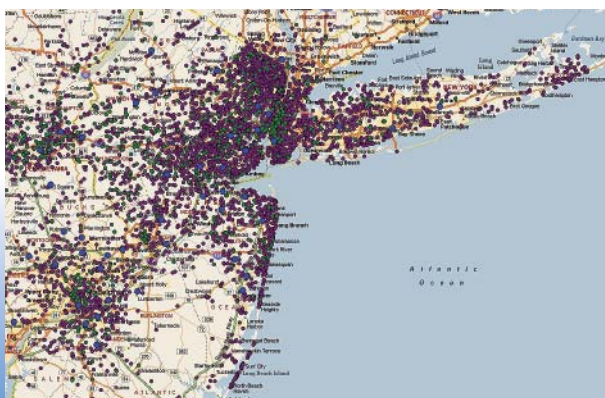
Micro Target Media Advertising Structures (MTM• AdS) are the medium by which the MTM Advertising Group delivers high-impact advertising to targeted captive audiences at special events, venues and worksites.

Our unique medium transforms necessary services into effective advertising structures that enables you to:

- Deliver your message to a captive micro-targeted audience that is pre-qualified to be interested in your brand message.
- Receive web-based proof of performance using RFID, GIS and GPS technology.
- Target specific geographic areas to reach your audience.

MTM Worksite Coverage: Tri-State Area Proximity Example

In the Tri-State area, the MTM Advertising Group's exclusive relationships with the top Portable Structure Operators allows you to connect with your target audience at over 4,300 sites, representing 19,500 interior and exterior ad panels.



Target Your Audience. Measure Your Results.

The MTM Measurement Group, our sister division at Micro Target Media, has developed advanced solutions for audience measurement, tracking and reporting. These proprietary audience measurement, analytics and reporting services are available on an optional basis to

our advertising customers. Contact your sales representative to find out more.



The coverage illustrated here is typical of our presence in the top DMAs.

Case Study. Procter & Gamble.

The world's number one maker of household products is well aware of the increasing size and importance of the Hispanic demographic in America.

The growing Hispanic American community is now the largest minority group in the country, at an estimated 46 million people. Since 1990, the Hispanic population in the US has nearly doubled, and it is expected that by mid-century, Hispanics will represent nearly 25 per cent of the nation's population.

Business Challenge

Charmin Ultra Strong wanted to reach the Hispanic family decision makers in charge of ensuring they are doing the best for their families. And they wanted to engage them in a relevant, lighthearted way to establish an emotional connection between Charmin Ultra Strong and Hispanic families.

Solution

By leveraging our Hispanic events network, the MTM Advertising Group developed an awareness campaign that includes stops at community events and festivals which deliver a significant female

Hispanic audience. Charmin's on-site access to these events was augmented by on-site advertising provided by the MTM Advertising Group.

Results

The program reached an audience of 300,000 Hispanic women from May to July 2008, driving trial usage of Charmin Ultra Strong, while generating brand awareness for Charmin Ultra Strong in the San Antonio and Los Angeles markets.



Charmin Ultra Strong advertising and customer activation campaign at Hispanic community events and festivals in the Southwestern United States.

Case Study. PennDOT.

The Pennsylvania Department of Transportation (PennDOT)

PennDOT oversees the state's transportation system, and is responsible for over 40,000 miles of roads and highways. Like other US transportation departments, PennDOT faces the ongoing issue of impaired driving. In 2006, drunk drivers caused 13,616 car crashes and 545 fatalities in the state of Pennsylvania.

Business Challenge

PennDOT wanted to launch a high-impact advertising campaign that would raise awareness about the extreme dangers of driving under the influence of drugs and alcohol. PennDOT required a targeted advertising medium that could effectively convey its cautionary message to help reduce the number of impaired drivers and related accidents in Pennsylvania.

Business Solution

The MTM Advertising Group, working with Harmelin Media, designed a compelling advertising campaign that delivered PennDOT's message to a target audience of over 1.3 million tailgating

Pittsburgh Steelers, University of Pittsburgh Panthers and Penn State fans at home football games. During the 2007 football season, PennDOT's message was delivered on and in portable restrooms in areas where fans traditionally gather to drink and socialize before home games. In addition to the highly visible messaging on the exterior of the wrapped restrooms, detailed interior ad panels were placed inside each unit, asking fans to "toss your keys before you toss one back."

Results

Micro Target Media's Advertising Structures (MTM•AdS) enabled PennDOT to successfully reach their target audience of 1.3 million tailgating football fans. "Talk about a captive audience!" said Sue Laks, Vice President of Harmelin Media, the agency that organized PennDOT's advertising campaign. "MTM's advertisements brought the issue of impaired driving into the consciousness of football fans before they had the chance to get swept away in the excitement of the game, offering them a moment to reflect on the consequences of drinking and driving."



Pennsylvania Department of Transportation don't drink and drive advertising campaign at Heinz Field in Pittsburgh, Pennsylvania.

Case Study. General Motors.

The General Motors Corporation is the world's largest auto maker and has been the global industry sales leader for 76 years.

Business Challenge

GM continually strives to maintain its position in the highly competitive North American pick-up truck market.

Driving consumer traffic to dealerships is a growing challenge, particularly when it comes to contractors and construction workers, key consumers of GM fleet products and pick-up trucks.



Business Solution

With the MTM Advertising Group coordinating site access and providing multilingual on-site advertising, General Motors launched the GM Hard Day's Work Tour, an experiential marketing campaign designed to showcase 2008 GM products on construction sites across the United States.

Results

Not only was GM able to get onto the biggest and best construction sites in the United States, but the job sites provided GM and their partners a unique electronic lead capture and customer activation opportunity.

GM staff and their partners were able to mingle with contractors and construction workers, explain product features and incentive programs, all of which led to increased dealer traffic, leads and sales of new GM pick-up trucks.

Inspired by the success of this program, local GM dealers and dealer associations across the US continue to work with the MTM Advertising Group to replicate this program in their respective markets.



GM Hard Day's Work Tour advertising and customer activation campaign at premier construction sites across the United States.



Specs.

The MTM Print Services Group, a division of Micro Target Media, provides turnkey design, print and production services. Contact your sales representative to find out more.

Interior Ad Panels

- Artwork needs to be provided at 300 ppi in RGB color at a size of 17.5" x 22.5" plus .125" bleed on all sides.
- The live area of the artwork is 16.2" x 21.2".

Exterior Ad Panels

- Artwork needs to be provided at 100 ppi in RGB color at a size of 48" x 76" plus a .5" bleed on all sides.
- The live area of the artwork is 47" x 75".

Alternative Ad Structures & Exterior Wraps

Templates will be provided by your MTM Advertising Group sales representative upon request. Artwork should be set up at 50% scale at 200 ppi in RGB color. All wraps are printed at 100 ppi at final size.

Acceptable Software File Formats

Macintosh based software is preferred. We can accept art created with the following software:

- ADOBE - Illustrator, InDesign and Photoshop (RGB color mode, layered files).

Files should always be saved in their native format. Fonts need to be converted to outline or provided along with the file. Include linked artwork with the files as well.

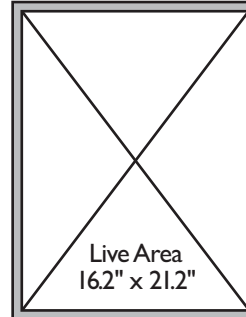
Acceptable File Types

- EPS and AI.
- PSD or TIF (layered files) at appropriate resolution. (see above)
- PDF at appropriate resolution (see above).

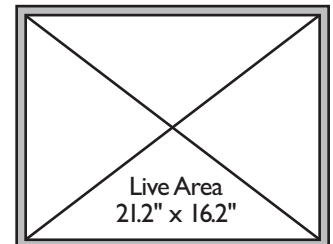


Interior Ad Panels

Trim Size = 17.5" x 22.5"

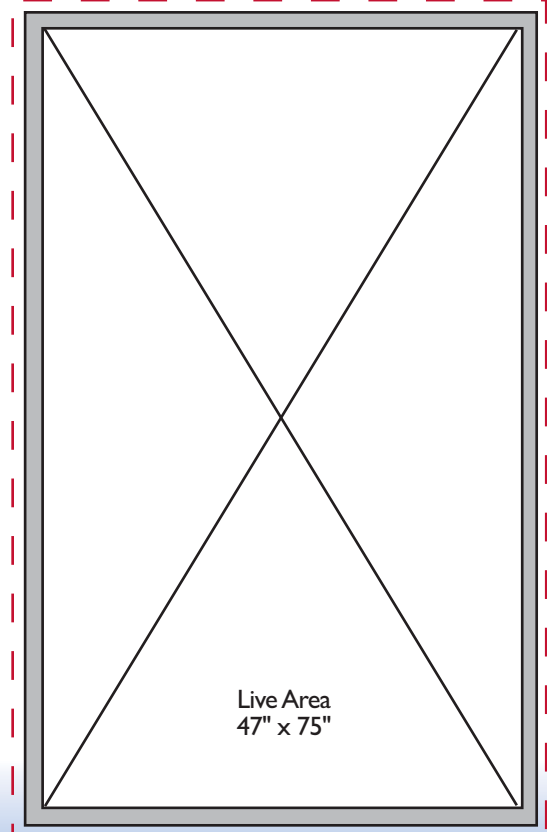


Trim Size = 22.5" x 17.5"



Exterior Ad Panels

Trim Size = 48" x 76"



Bleed Size = 49" x 77"



Rates.

Exterior Wraps

10 - 15 units (1,120 sq ft - 1,680 sq ft)	\$650
16 - 35 units (1,792 sq ft - 3,920 sq ft)	\$550
36 - 49 units (4,032 sq ft - 5,488 sq ft)	\$475
50 units or more (5,600 sq ft & up)	\$425

Prices are per unit per event. Minimum purchase is 10 units per event.

Alternative Ad Structures

300 - 500 sq/ft	\$10.00
550 - 1600 sq/ft	\$9.50
1625 - 5300 sq/ft	\$9.00
5550 or more sq/ft	\$8.50

Prices are per sq/ft per month. "Alternative Ad Structures" refers but is not limited to: Fencing & Barricades, VIP Restroom Trailers, Mobile Offices and Portable Storage Containers.

Exterior Ad Panels (48" x 76")

50 to 99 Exterior Ad Panels	\$250
100 to 249 Exterior Ad Panels	\$225
250 or more Exterior Ad Panels	\$200

Prices are per Exterior Panel per month. Minimum purchase is 50 Exterior Panels per market or per event.

Interior Ad Panels (17" x 22")

150 - 300 Interior Ads	\$40
301 - 500 Interior Ads	\$35
501 - 1000 Interior Ads	\$30
1000 or more Interior Ads	\$25

Prices are per Interior Ad Panel per month. Minimum purchase is 150 Interior Ad Panels.



Exterior Wrap



VIP Restroom Trailer



Exterior Ad Panel



Interior Ad Panel



All Prices Include:

- Print and Production.
- Installation and tear-down.
- One art file image for all Exterior Wraps, based on one configuration and one art file for all Interior Ad Panels per campaign.

Prices quoted are "NET".

Prices quoted are based on volumes listed.

Minimum purchase for Special Event Media is 10 Exterior Wraps per Event.

All media is subject to availability, eligibility, creative approval and rates at time of placement.



Contact your sales representative to find out more about the MTM Advertising Group.

Worldwide Sales

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**Target Audiences.
Delivered.**