



Mobile billboards you can **measure** to the impression.

Out-of-home puts your brand in the real world — but a traditional billboard only quotes an estimate. Wayside Ads delivers the same large-format presence on trucks driving your target markets, billed on real, GPS-verified impressions.

WHY ADVERTISERS CHOOSE MEASURED OOH

Target by route & region

Pick the corridors, metros, and states that matter. Your wrap travels interstates and city loops where your audience actually is — not a fixed spot they may never pass.

Guaranteed, measured delivery

Campaigns are metered against a minimum impression goal. You see delivery pace in real time and pay only on verified, billable impressions.

Real reach & frequency

Audience-cell deduplication separates unique reach from repeat frequency, so your impression counts reflect people, not just passes.

Transparent CPM pricing

A simple state-tiered CPM from \$3, calibrated so a truck on a given road earns like a billboard on that same road.

Flexible flights

Book 3- or 6-month flights with a clear start and end date — no opaque long-term roadside leases.

Auditable reporting

Every impression traces back to a position, time, the road's traffic volume, and the factors applied. Reporting you can defend to a CMO.

STATE-TIERED CPM — PAY FOR DELIVERED IMPRESSIONS

TIER A

\$5

Highest-density markets — NY, CA, NJ, MA, DC

TIER B

\$4.50

Upper-mid markets — FL, TX, IL, PA, WA, CO

TIER C

\$4

Mid markets — base rate across much of the U.S.

TIER D

\$3

Value markets — lower-density states

CPM is applied by the state each impression is delivered in. Graphic production — a 3M vinyl wrap or a reusable banner — is quoted per vehicle at booking; a reusable banner we already store from a previous flight isn't charged again.