

# On The Move Inc.



*Think beyond the truck!*

## FREE TRUCK

Zero Base Your  
On The Move  
Truck



**800.645.9949**

**www.onthemovetrucks.com**

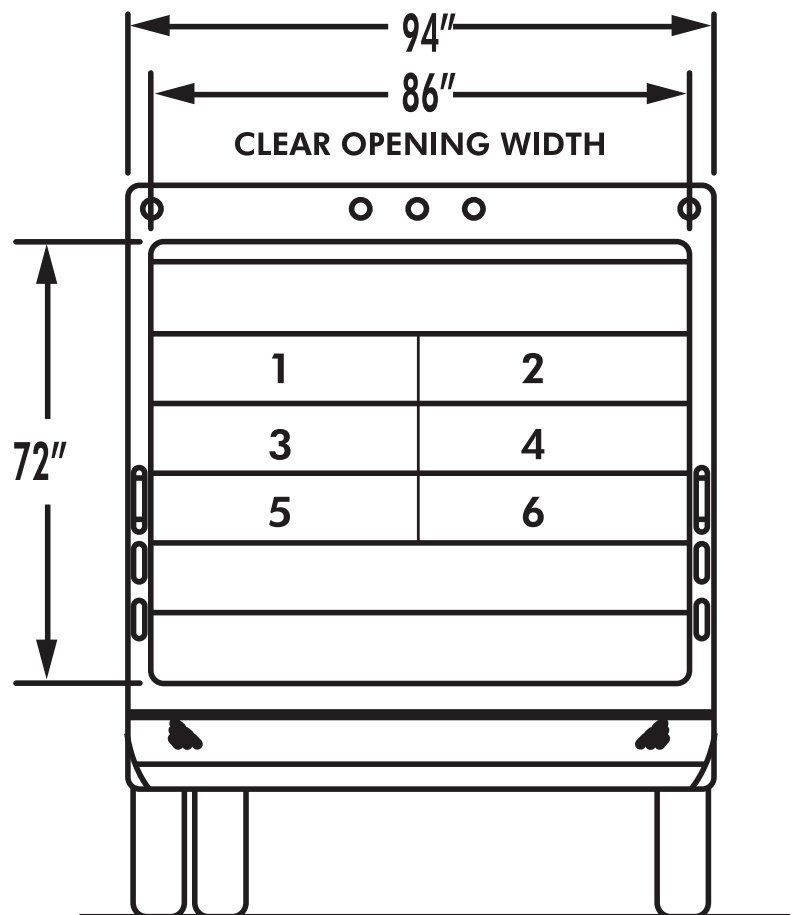
**28825 IH 10 West | Boerne, Texas 78006**

# HOW TO ZERO BASE YOUR TRUCK

Zero Basing is an innovative way to earn revenue and offset costs, by allowing others to advertise their businesses on your truck's back door. The advertising rate is typically between \$100 and \$300 a month per ad space. The layout and rate fee are completely up to you. On The Move recommends you contact local businesses, regardless of their association to your industry.

**Our customers found the following businesses most interested and receptive:**

- Mortgage Companies
- Lawyers
- Home Inspection Companies
- Title Companies
- Insurance Companies
- Home Cleaning Services
- Restaurants
- Home Repair Services (Plumbers, Electricians, etc.)
- Pool and Spa Cleaning Services
- Car Wash Facilities
- Landscapers
- Pest Control



**This is the current available spacing for advertising on the back door of our On The Move Rental Truck.**

**Included in this document:**

- Examples of back-door, zero based advertising
- Sample letter
- Sample contract

*Feel free to personalize for your specific needs.*

# SAMPLES



# SAMPLE LETTER

## Back Door Advertising on My Mobile Billboard

Dear \_\_\_\_\_:

I want to invite you to be a part of an innovative marketing strategy which has proven success rates across the country. I am offering four color print ad space on the back door of my truck. The rolling billboard will be driven throughout the community, which will provide greater exposure, at a lesser cost, than any other local advertising. I intend to allow my customers to use the truck for free, along with local charities, schools, churches, and other community organizations.

The Back Door Advertising will provide you with millions of visual impressions each year! We will each benefit from the referrals generated from services provided to the customers and the community. Attached is information regarding the program and the rates. Please do not hesitate to contact me, or On The Move, Inc., for further information.

Sincerely,

# BACK DOOR ADVERTISING CONTRACT

## Advertiser Information

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Terms and Conditions

The above mentioned advertiser agrees to pay the amount of \$\_\_\_\_\_ per month per advertising space provided, for an annual total of \$\_\_\_\_\_. The Advertiser is responsible for providing the camera ready artwork for the allotted space, and for all fees incurred for graphic design and installation.

This contract is valid from \_\_\_/\_\_\_/\_\_\_ through \_\_\_/\_\_\_/\_\_\_.

Requested Ad Space: \_\_\_\_\_ (Please see attached layout.)

Total Advertisements: \_\_\_\_\_ Monthly Rate/Ad: \$\_\_\_\_\_

Total Due per Month: \$\_\_\_\_\_ Annually: \$\_\_\_\_\_

\_\_\_\_\_  
Advertisers Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name /Title

\_\_\_\_\_  
Vehicle Owner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name/Title