



Graphically Wrapped Vehicles - Going Where No Billboard Has Gone Before!

([PRWEB](#)) April 10, 2001 -- PHILADELPHIA, Pa (3/27/2001 2:31:20 PM): TM has begun its 2001 print ad campaign. Traffic Media is a young, innovative, grass roots marketing and promotions firm that will spiral your company further into the eyes of your targeted demographic.

Traffic Media provides its Clients with graphically wrapped vehicles featuring Lincoln Navigators, Chevy Suburban & Tahoe, VW Bugs, Hummers, Tour Buses, Vans, Limousines and Motor homes just to mention a few. These vehicles gleam with their custom, full color, explosive custom ad graphics. We can supply our Client with either a dedicated wrapped vehicle or our Clients can participate in a multi-advertiser, cross-branded vehicle with other, non-competing Clients. This allows for a lower cost per impression, yet provides maximum exposure. The monthly costs for a dedicated vehicle are much more cost effective than billboards or full-page advertisements.

Traffic Media provides the personnel to drive the vehicle through any target market or location that our customer requests across the continental United States. Traffic Media can also provide a street team to conduct sampling, distribute premiums, promotional items and information. Traffic Media can develop a travel itinerary based upon the targeted markets our Client would like to appeal to.

Our fleet of vehicles are equipped with GPS (Global Positioning System) tracking systems, providing instant access to your vehicles location and travel history. TM provides its Clients with detailed travel information regarding their campaign vehicle. Clients will have direct communication with their vehicle. TM also provides digital images via e-mail and Internet up-links throughout the promotional tour.

Traffic Media is constantly involved in a multitude of ventures and keeps its Clients aware of present and future promotional opportunities, business ventures, sponsorships and collaborations as well as special events that Clients may be interested in being involved with.

Traffic Media provides its customers with several types of promotional packages. TM Clients can be provided with a vehicle complete with full promotional assistance for several days, months or even years. Clients can also participate in special event promotions such as Super Bowl. TM is providing vehicles and promotional Street Teams during Trade Shows, Super Bowl, Greek Picnics as well as Spring Break celebrations. We are sending vehicles and Street Teams directly to the sight of the Super Bowl and other related markets such as Atlantic City and Las Vegas during this week of Super Bowl.

Traffic Media works with all types of industry. TM works with major events, concert tours, music and entertainment companies, non-profit organizations and Internet based firms (.com's). TM also serves as a great outsourcing contact for advertising and promotional agencies.

Traffic Media has laid the path to bringing the most innovative and pioneering forms of promotions and presence to its Clients and their demographic in a superior way. Whether it's O-O-H (Out-Of-Home) Mobile, Internet, Sampling, Print, Guerilla Marketing, Street Teams, or simple handouts, Traffic Media will make an impact anywhere and everywhere you want your Company's presence felt. Like our slogan at Traffic Media, **Seeing Is Believing**.



If your company is interested in high volume, low cost targeted impressions and promotions, or just want to know more about us, please contact me directly. I will provide you with a complete package of our company's capabilities. We are here for you 24 hours a day 7 days a week.

ESPN 2001 and 2002 Summer X Games Has
New Location and New Excitement: PHILADELPHIA !
http://expn.go.com/xgames/s/2001summer_pr.html

Link to www.PRweb.com Traffic MEDIA Press Release:
<http://www.prweb.com/releases/2001/3/prweb24007.asp>

Link to www.PRESSbox.co.uk Traffic MEDIA Press Release UK:
<http://www.pressbox.co.uk/Detailed/1102.html>

Coming Soon: www.TrafficMediaGroup.com

For Information and Sample Photos:

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Online Web 2.0 Version

You can read the online version of this press release [here](#).