



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

([PRWEB](#)) March 31, 2001 -- PRESS RELEASE

TRAFFIC MEDIA - Going Where No Billboard Has Gone Before!

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

Traffic Media is a mobile media promotions firm. We provide our clients with wrapped vehicles featuring full color, explosive graphics. We can supply our client with either a dedicated wrapped vehicle or our clients can participate in a multi-advertiser vehicle with other, non-competing clients. This allows for a lower cost per impression, yet provides maximum exposure. The monthly costs are comparable with a billboard or full-page advertisement.

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 distribute premiums, promotional items and information. Traffic Media can develop a travel itinerary based upon the targeted markets our clients want to appeal to.

All of our vehicles are equipped with GPS tracking systems, providing instant access to your vehicles location and travel history. We will provide you with detailed travel information regarding your vehicle. You will have direct communication with your vehicle. We also provide digital images via e-mail and Internet up-links throughout the promotional tour.

Traffic Media is constantly involved in a multitude of ventures and we will keep your company aware of present and future promotional opportunities, business ventures, sponsorships and collaborations as well as special events that you may be interested in being involved with.

Traffic Media provides its customers with several types of promotional packages. Our customers can be provided with a vehicle complete with full promotional assistance for several days or several months. Clients can also participate in special event promotions such as Super Bowl weekend. Some of the other events TM will be providing ad vehicles and promotional Street Teams for will include; ESPN X-Games, Super Bowl, Greek Picnic (PHL/Va/ATL) as well as Spring Break (Daytona). 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. We work on major events, Concert Tours, Music Labels and Entertainment Companies, Non-Profit Organizations and Internet .com's.

Traffic Media has laid the path to bring the most innovative and pioneering forms of promotions and presence to our customers and their demographic in a superior way. Whether it's O.O.H. (Out-Of-Home) Mobile, Internet, 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.

ESPN 2001 and 2002 Summer X Games Has  
New Location and New Excitement: PHILADELPHIA !  
[http://expn.go.com/xgames/s/2001summer\\_pr.html](http://expn.go.com/xgames/s/2001summer_pr.html)

Gary Koppelman  
Direct Line: 1-215-787-0886

For info & photos of vehicle examples:

e-mail: [gary.k@trafficMEDIAGroup.com](mailto:gary.k@trafficMEDIAGroup.com)

Traffic Media Group  
1325 N. 5th St.  
Loft 3C  
Philadelphia, Pa 19122



**Contact Information**

**Gary Koppelman**

Traffic Media Group

**Online Web 2.0 Version**

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