



Heatwave Burns Up Advertising Super Highway with New Media

Heatwave Mobile Advertising launches new low-cost, magazine-quality ads for truck side panel advertising.

Minneapolis, MN ([PRWEB](#)) June 14, 2005 -- Heatwave Mobile Advertising announces a new advertising technology that is burning up the competition. Heatwave's unique new offering applies crisp, magazine-quality ads seamlessly on truck side panels using a low cost, reusable vinyl and high-quality paint that lasts with a quick installation process.

Heatwave has refined this "best-of-the-road" advertising medium to a point where it can provide a CPM of less than one dollar. This mobile billboard system is designed to meet any individual advertiser's needs using either nationwide semi-truck/trailers for long hauls, delivery trucks for localized routes, or a combination of both, making it an ideal compliment to any multimedia campaign.

"Over ninety-five percent of Americans are on the road weekly," explained Heatwave Vice President Christopher Jones. "Heatwave Mobile Advertising offers your company definitive, larger-than-life image exposure at a discount. Do you want to dynamically increase your sales? Opt-in to the advertising program that can supplement your regular efforts and have everyone talking about you."

Heatwave has formed an exclusive agreement with Super Color Digital, the top digital graphic vinyl printer in the world, to provide long-lasting product images of quality. Super Color Digital is globally known as the world's foremost giant-format vinyl printer.

Heatwave distinguishes itself from its competition by using a reusable, non-adhesive vinyl, providing a huge marketing advantage, with no bubbles, no wrinkles, no bumps and only pure vivid color that is guaranteed not to fade, guaranteed. With Heatwave technology, seasonal ads can now be quickly switched and reused season after season.

Mr. Jones added, "Heatwave Mobile Billboards burn up your competition with crisp color ads that leave a lasting impression in the consumer's mind."

About Heatwave Mobile Advertising

Heatwave Mobile Advertising corporate headquarters is located in Minneapolis, Minnesota. They presently have offices in New York, Denver, Phoenix, LA, with offices coming soon in Dallas, Chicago and Las Vegas. Heatwave offers on-the-road, high impact, cost-effective mobile billboard advertising that is ahead of its time. To view full color pictures of sample ads and for more information, access the Web site at www.heatwavead.com.

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