

KEY POINTS:

- Fully portable backpack billboards.
- Illumination for night-time campaigns.

DESCRIPTION:

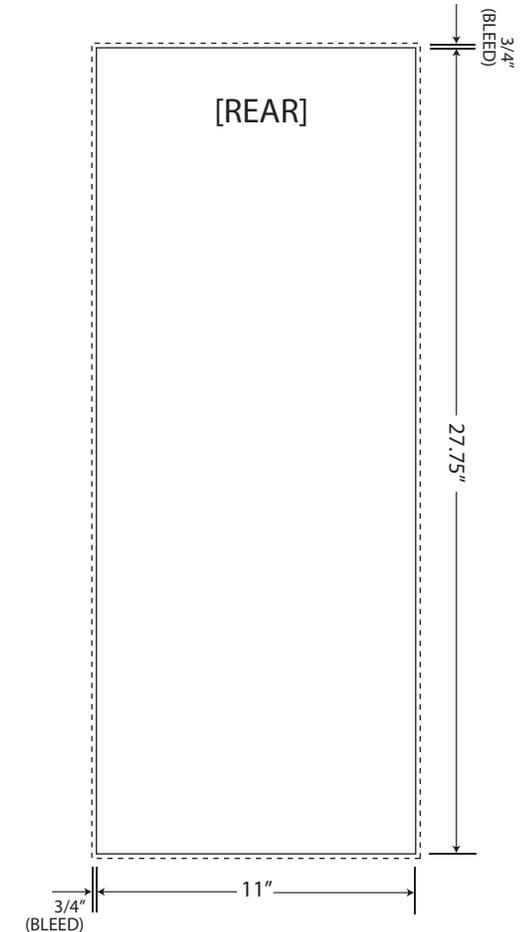
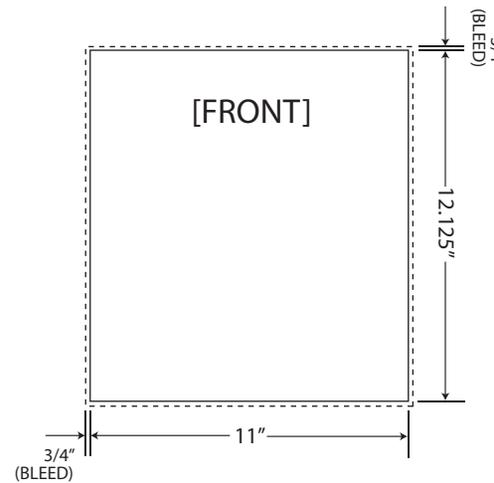
Adding NMB's walking billboard packs to your next campaign will definitely draw attention to the Brand Ambassadors who are distributing your materials. These human billboards offer a large rear single space as well as a smaller advertising space over the brand ambassador's head. What makes them really dynamic is the LED backlight illumination. When targeting hot spots, these boards are hard to miss. So keep them in mind for campaigns that target nightclubs, festivals, sporting events and street fairs. An average campaign consists of six units to saturate your target areas.

Give our office a call and let's see how we can light up your campaign by integrating Walking Billboards.



Actual Display Size:	Front: 22 in x 24.25 in	Rear: 22 in x 55.5 in
Design Scale:	1:2	1:2
Design Size (excluding bleed):	11 in x 12.125 in	11 in x 27.75 in
Bleed required at design size:	3/4 in	3/4 in
Resolution required at design size:	300 dpi	300 dpi

EXAMPLE PHOTO:



File formats accepted: Adobe Creative Suite (ver CC or earlier) -Editable pdf preferred - *Please convert all text to vectors/outlines to ensure compatability*

Upload instructions:

Please compress your creative into a zip/rar/sit/sitx file before uploading (*for security reasons, our ftp server will reject any other file format*)

Upload webpage: <http://www.nmbmedia.com/upload>

Maximum upload size for your compressed file is 400MB (if you require a temporary increase, please call the IT dept at 954.777.9998 ext 300)

If you would like this outline in Illustrator format, please call us.



Creative is due 10 business days prior to execution without additional shipping charges.
Posters can be produced & installed in 5 business days with shipping up charge.