



NET RATE CARD as of January 2025

Versatile, Flexible and Mobile, MAP will take your ad right where you want it to be. Provocative in its nature, reaching anybody, anytime, anywhere, MAP is also an interactive medium that can be used for sampling, tasting and product demonstration.

MAP ensures immediate results and is considered one of the most effective Marketing & Advertising tool available in the market.

**WHEREVER  
YOU GO,  
WE WILL  
FIND YOU**

### THE MAP CONCEPT IS: "PROVOCATIVE - CREATIVE - INTERACTIVE"

- 1. Provocative:** IT'S A SIGN.  
Reach your target wherever, whenever!
- 2. Creative:** IT JUST GEARS TO ANYTHING.  
MAP's creativity is very flexible, making the application of any idea easy and quick. MAP could be used in many different ways:
  - Rotating or Fixed Panels (3 sides, up to 4 Panels/side)
  - Full Branding (the truck reflects the spirit of the brand)
  - 3Dimensional Objects
  - Mobile Exhibition Showroom
- 3. Interactive:** INTERACTIVITY IS AUTOMATIC  
Events with direct contact with the public / consumer (Sampling - Tasting - Product Demonstration Unit)

### MAP CIRCUIT NETWORK

MAP campaigns keep traveling on pre-defined routes, which can be modified in accordance to your conveniences.

- Choose your target audience (profile)
- Choose your target market (region/area)
- Select the convenient pit stops

### ROUTING CONDITIONS

- Routing hours:
- 56 hrs/week (8 consecutive hrs/day, from 9am till midnight)
  - extra shift of 4hrs: \$100 /day*

### NET RATE CARD as of January 2025

Rental charges per truck/week	1500 \$
Production cost per set of panels	250 \$
Full branding	1100 \$
Sound system	upon request
Generator	upon request
3D production cost	upon request
Sampling / Promoters	upon request

### NOTICE

One set of panels = 1 right + 1 left + 1 back  
Overtime routing: 25 \$/hour/truck  
This rate card is subject to VAT and can be modified without prior notice



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