



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	2500 \$
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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## WHY CHOOSE MAP

**Proximity Marketing:** MAP allows you to extend your reach to prospective consumers, exactly where they are.

**Cost Efficient:** MAP is a proven cost-effective way to directly target your customers

**Quick Results:** MAP achieves very quick feedback and results

**Zero Advertising Clutter:** No competition; client is exclusive and unique

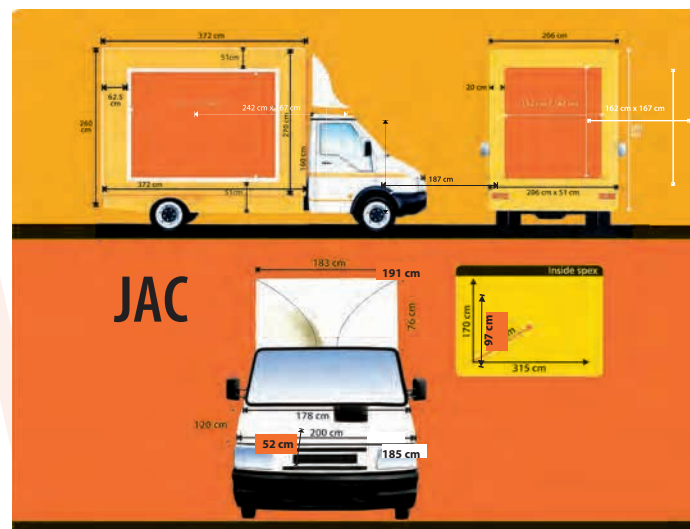
**Target Your Customer:** MAP provides zero media wastage, delivering your message immediately at the point of impact in the area you require

**Tailored To Your Needs:** MAP is versatile and adaptable to your needs

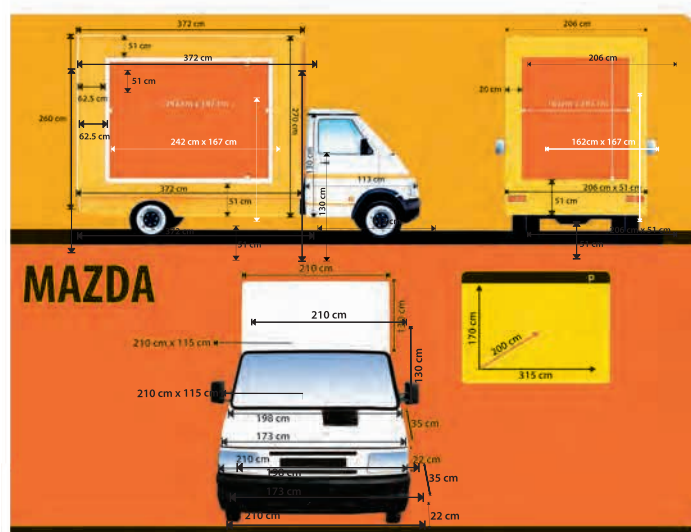
**Visually Impact:** MAP provides a unique and creative platform to promote your message

**Short-Term Campaigns:** Your MAP campaigns can run as short as of one week

**YOU CAN  
RUN  
BUT YOU  
CANNOT  
HIDE**



## TECHNICAL SPECIFICATIONS



## GPS

In January 2009, in keeping with the world's hi-tech progress and in the aim of giving clients better control and more assurance, MAP's trucks were set with a state-of-the-art GPS tracking device that uses the Global Positioning System to determine the precise location of each truck to which it is attached and to record its position at regular intervals.

Easy to use, our GPS uses Google Maps to locate and track the vehicles 24 hours a day, 7 days a week. From your office, log in and make sure your rented vehicle is on time and is doing its assigned routing. Be it one, two or more trucks, each vehicle is given a specific code and can be tracked independently.

*MAP uses Google Maps to locate and track the vehicles 24 hours a day, 7 days a week*