



Our Story

Latino Route, advertising division for the United Mobile Catering Association, specializes in creating marketing strategies that connect directly with your brand's Hispanic customers.

How we got started.

We developed from the many phone calls we received from companies, including some Fortune 500 companies, whom inquired about advertising and promotional opportunities with our catering vehicles. We were continuously approached by industry giants who wanted to use our trucks to advertise and distribute new products.

This sparked an idea of using our trucks as an advertising media.

Direct Contact with Hispanic Community.

Knowing that Hispanic consumers are the fastest growing market in the nation with a growth rate 5 times faster than the rest of the population, we realized that could have a strong impact on advertising campaigns targeting the Hispanic population because 80% of the 1.2 million people we serve daily are Latino.

Plus, our research concluded that Hispanics have a purchasing power of over 600 billion dollars, with growth projections to over 900 billion by 2007, making this a hot market for advertisers.

Feedback from advertising professionals, confirmed that we were on to something big. Advertising agencies are looking for new and creative ways to help clients. We are the perfect route for reaching this hard to reach demographic. The Sky is the limit on the marketing opportunities with our trucks. We can do everything from hand out newly launched products to branding our trucks with your message.

About Us

We soon realized the power of our trucks as a marketing vehicle. We knew we had a strong impact on advertising campaigns targeting the Hispanic population. 80% of the 1.2 million people we serve on a daily basis are Latino. Feedback from advertising professionals, confirmed that we were on to something big. Advertising agencies are looking for new and creative ways to help clients. We are the perfect route for reaching this hard to reach demographic. The rest is history...Latino Route was born.



Demographics

Of the 1.2 million customers we serve daily, 80% are predominately Hispanic. Various studies by the Government and research organizations, project that the Hispanic population will more than double within the next twenty years. The Hispanic market is not only an important market for our business, but many advertisers are focusing marketing efforts on targeting this growing demographic.

If you're looking for a "way into the Latino Community," our trucks are the perfect addition to your media plan. Because so many hispanics eat from our catering trucks every day, our vehicles have become the most essential way to reach the Latino community.

Reach

There are 2 different demographics that you are reaching with our advertising, the people on the road viewing our billboards and wraps, and the customers eating from our catering trucks.

According to the Transportation Advertising Council, vehicular advertising generates between 30,000 and 70,000 daily vehicular impressions. Those numbers don't take into consideration the 1,215,000 people eating off our trucks on a daily basis. Talk about reaching a lot of people!

A study by Arbitron, Inc., an international media and marketing research firm, shows that mobile advertising reaches virtually all demographics, as 96% of Americans travel in a vehicle each week. Plus, 35% of heavy commuters come from households earning \$75,000+, compared to only 23% for the U.S. average income profile. The people viewing your message on the road are only icing on the cake. Don't forget about all the people you will reach who eat from our trucks from families at little league games to employees at major corporations.

Mobile advertising garners 8.4 million impressions in a 12 month period, and that is not counting the millions of people who eat off our trucks annually. WOW! Now that's an impact!

Comparables:

- Radio attracts 900,000 listeners in 6 weeks with 10 to 12 30-second spots
- Val-Pak Offers reaches 600,000 households
- Direct mail campaigns reach 20,000 names with one post card mailer
- 7 city buses get 600,000 impressions in 2 months
- Billboards get 700,000 impressions in 1 month



Products



Rolling Billboards

Maximum exposure! Not only will you get maximum exposure with our "rolling billboards" on the highway and routes, but your potential customers will be standing inches away from the billboard as they eat off our trucks. With over 7,000 trucks nationwide and growing daily, you have the choice of advertising nationwide or cherry picking locations based on: zip codes, cities or states. Sign is 24" Tall & 53" Wide. You can also target the military from our strong presence in some of the United States Largest bases.

Truck Wraps

Want to make a huge impact? Leave a lasting impression to motorists on the road, wrapping our vehicles with your message. The added bonus is reaching all those customers eating just inches away from your wrap!



According to Cox Communications/Eagle Research: 48% of those polled viewed car wraps as the most unique advertising medium available, and 47% of 18-34 year olds surveyed found car wraps especially memorable.

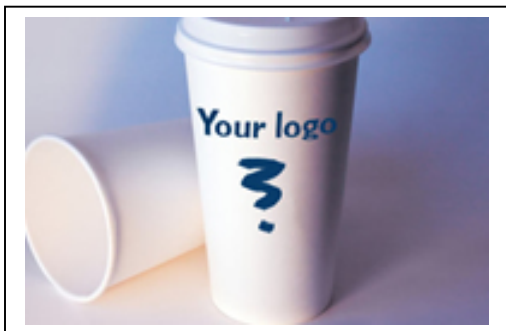
Many of our wrap clients also take advantage of their wraps in other areas such as Military bases, school events and company events.

Talk about Durable!

Each vehicle wrap is digitally printed and has a life of at least 2 years. If properly cared for, the wraps can last 4 years.

Sampling & Promotions

Are you rolling out a new product? Do you want to get in the hands of potential customers? Well, we can customize a sampling & promotions package for you. We can hand your new product or information about your services to our customers. This is direct marketing at its best. Not only that, but we can pass out promotional items like cozies, cups, napkins and the list goes on. The sky is the limit on the sampling and promotions opportunities with our catering trucks. This is so effective because your message or product will be in the hands of consumers! There is no hit or miss with this. We will be your personal marketers.





It's A Wrap!

Catering Truck wraps are a fantastic way to get your message out to the community. They are bigger than life and will capture the attention of your future customers. Media Cost-\$1000.00 per month

Each vehicle wrap is digitally printed and has a life of at least 2 years. If properly cared for, the wraps can last 4 years.

For the production and design of a wrap: \$3,000
With volume the price will go down considerably.



Rolling Billboards

Catering Truck billboards are another way to get your message out to the community for minimum cost. Sign is 24" Tall & 53" Wide. Media Cost: \$600.00 Per month.

For the production and design of a billboard: \$60.00
With volume the price will go down considerably.

Production Cost Examples:

10 catering trucks-\$55.00 each
20 catering trucks-\$52.50 each
30 catering trucks-\$40.00 each

*For 400 trucks +\$25.00 to \$30.00 each depending on graphics used.

