



Make a statement at Advertising Week New York with
America's most effective out-of-home transportation
advertising



A high-impact campaign at Advertising Week New York

Location New York, NY	Attendance 12,000+
POI 100 W. 33rd Street / The Penn District	Audience Type Advertisers
Timing Oct. 16-19 2023 (4 days)	Event Details Click HERE

1

Wrapped Rideshare Cars



2

Choreographed BLITZ Campaigns



3

Optional In-Car Marketing



4

Attribution Reporting



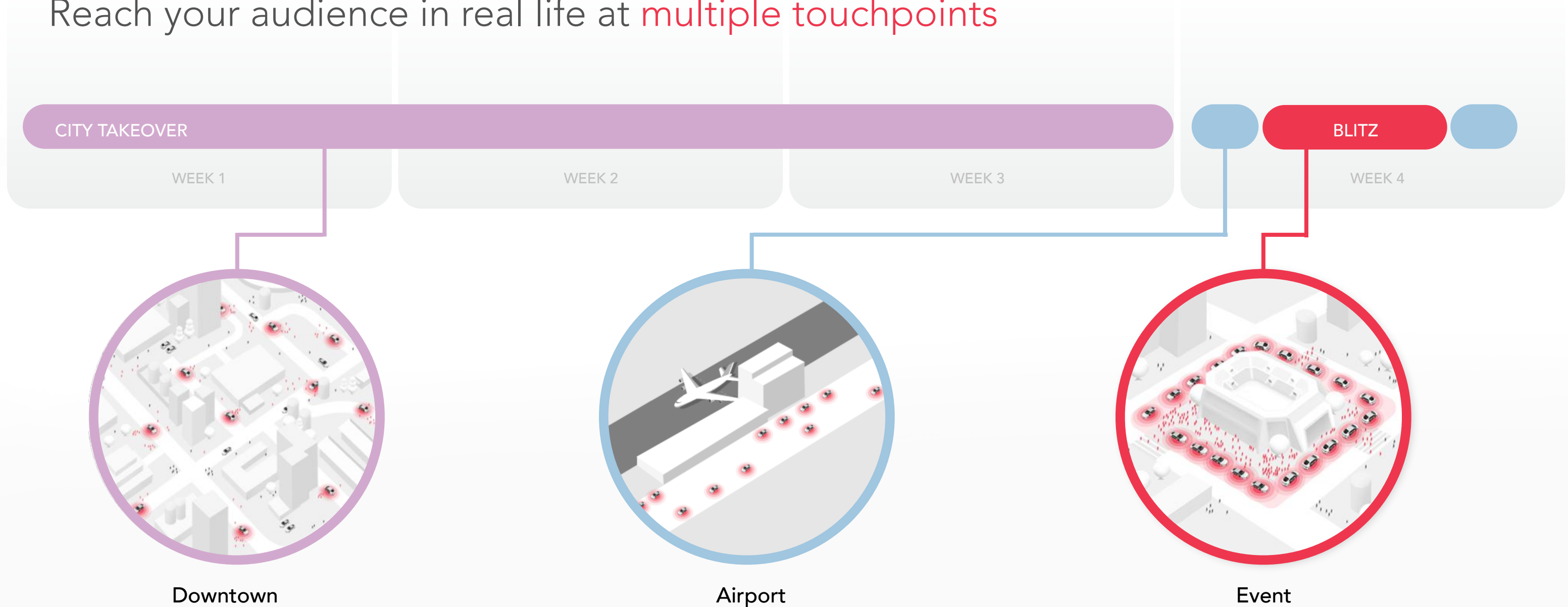
Premium Rideshare Cars
(Half wrapped or Fully wrapped)
'Ubering' 40+ hours per week
throughout the most crowded
areas of the city

Send your Branded Rideshare Cars
to swarm the event venue or any
priority locations in the area at key
moments and make a splash with
the audience

Equip the cars with Giveaways,
headrest flyers w/ QR codes,
incentives, swag, etc. to provide an
immersive and trackable rideshare
experience to passengers

Measure vehicle performance,
impressions, lift in website traffic
or foot traffic, app downloads, and
online conversions attributed to
mobilads OOH exposures

Reach your audience in real life at **multiple touchpoints**



Take over the city of New York with a fleet of Wrapped Rideshare Cars driving 40+ hours per week throughout Downtown, 2 to 4 weeks leading up to the event

Send your wrapped cars to drive through arrivals/departures rideshare lanes at LGA and JFK International Airports the day before and after event, reaching your audience as they arrive and leave the city

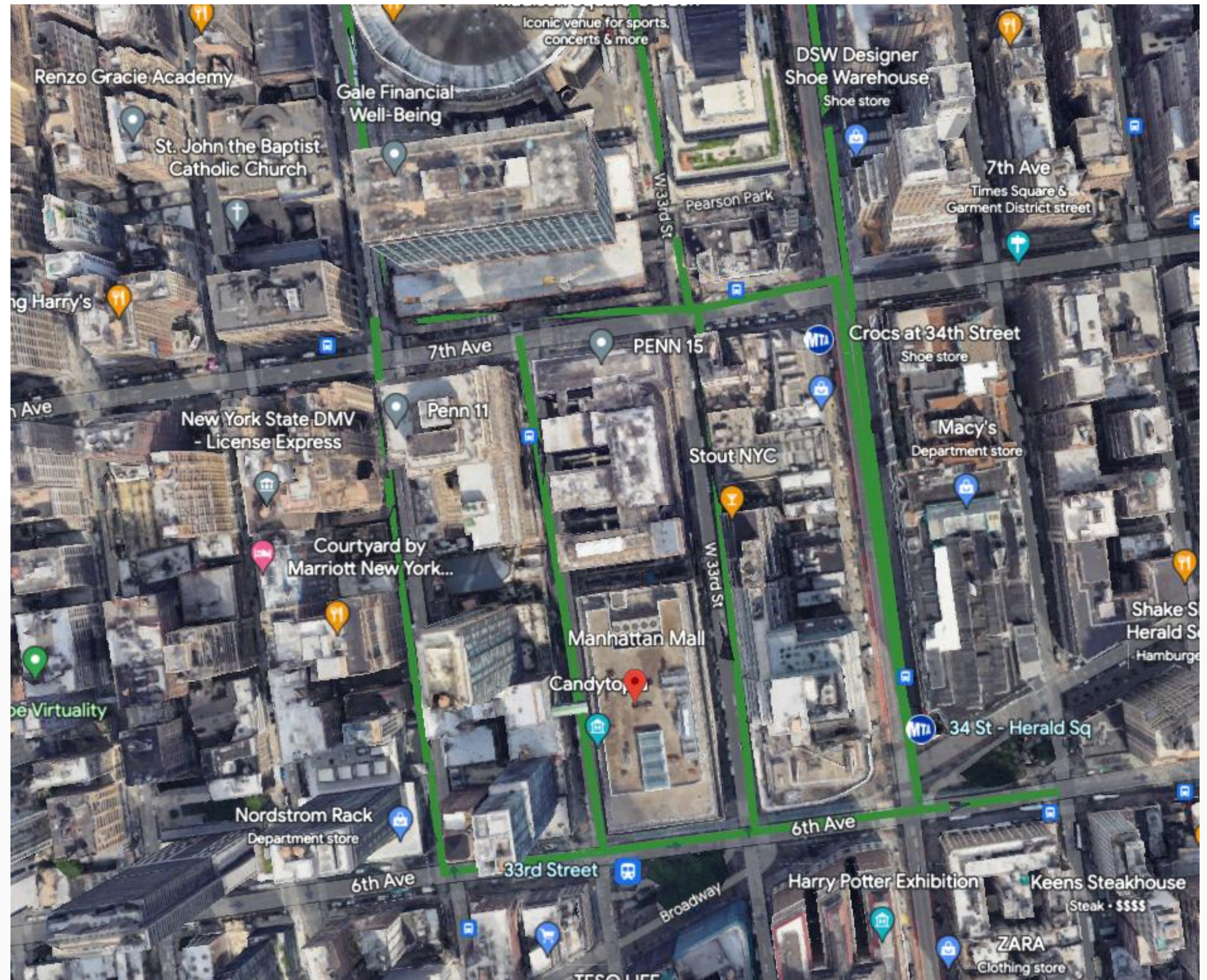
Send your wrapped cars to swarm The Penn District and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the venue.

Click [HERE](#) to view location details

Event Blitz Route Details

Take over The Penn District and swarm the streets around Advertising Week New York's venue at 100 W. 33rd Street.

Taking advantage of the prime midtown location, cars will not only circle the immediate block where attendees will be coming and going, but will make a splash at nearby subway and train stop locations, capturing the attention of people in the area.









View interactive map [here](#)

Note: Blitz route is highlighted in green

Rate Card

City Takeover + BLITZ Campaign

Format	Package Description	Number of Vehicles	Total Impressions	Total Media Cost	One-time Production Cost	Total Campaign Cost
 Wrapped Rideshare Cars Half Wraps (180 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout NYC	50	19,891,200	\$42,500	\$12,500	\$55,000
 Wrapped Rideshare Cars Full Wraps (360 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout NYC	50	26,853,120	\$65,000	\$50,000	\$115,000
 BLITZ Campaign	High-Impact, Less Time Swarm any location at specific times for 40 hours total during the event	10	862,960	\$10,000	Included	\$10,000
 BLITZ Campaign	High-Impact, More Time Swarm any location at specific times for 100 hours total during the event	10	1,787,560	\$25,000	Included	\$25,000
 BLITZ Campaign	Event Domination, Less Time Swarm any location at specific times for 200 hours total during the event	25	2,157,400	\$50,000	Included	\$50,000
 BLITZ Campaign	Event Domination, More Time Swarm any location at specific times for 400 hours total during the event	25	4,314,800	\$100,000	Included	\$100,000

NOTE: Pricing depends on number of cars and duration. We suggest a minimum of 25 cars for a city-takeover and a minimum of 10 cars for a BLITZ.



160

Blitz Hours

1.3M+

Relevant Impressions

ibotta[®]

Case Study:
Groceryshop Conference
BLITZ Campaign

Location Las Vegas, NV

Venue Mandalay Bay

Target Audience Retail Executives

Timing 4 days

Primary Goal Amplify Ibotta's presence at Groceryshop conference and leave a memorable impression to attendees with wrapped rideshare cars

Ibotta was looking for a unique way to make a statement at one of the largest retail conferences in Las Vegas, where OOH inventory was limited and sponsorships were expensive.

The mobilads team wrapped 10 rideshare cars that swarmed Mandalay Bay during the event reaching thousands of retail executives each day as they were entering and leaving the event

Reach out to learn more!



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Our Work and Case Studies: [mobilads Case Studies](#)

File Specs: [File Specs mobilads](#)

Impressions Methodology: [mobilads Impressions Methodology](#)

Attribution Case Study: [Campaign Attribution Study](#)