



Make a statement at the US Open with  
America's most effective out-of-home  
transportation advertising





# A high-impact campaign at the US Open

## Location

New York City, NY

## POI

Flushing Meadows Corona Park

## Timing

August 22 - September 10, 2023  
(19 days)

## Attendance

900,000+

## Audience Type

Sports Fans

## Event Details

Click [HERE](#)

1

### Wrapped Rideshare Cars



2

### Choreographed BLITZ Campaigns



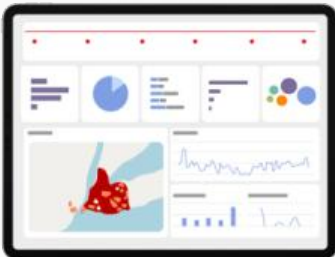
3

### 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

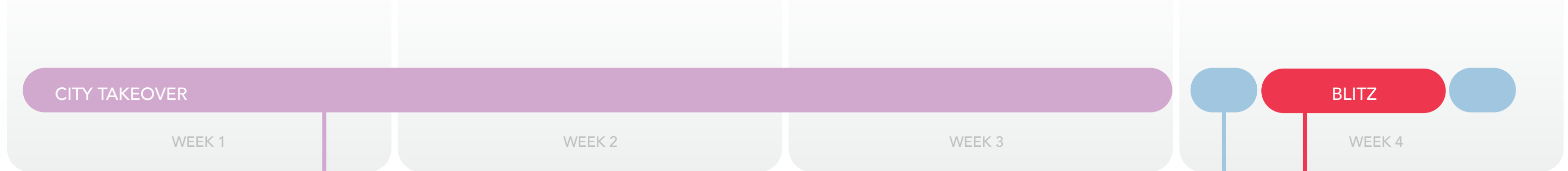
Send your Branded Rideshare Cars  
to swarm the event venue or any  
priority locations in the area at key  
moments and make a splash with  
the audience

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

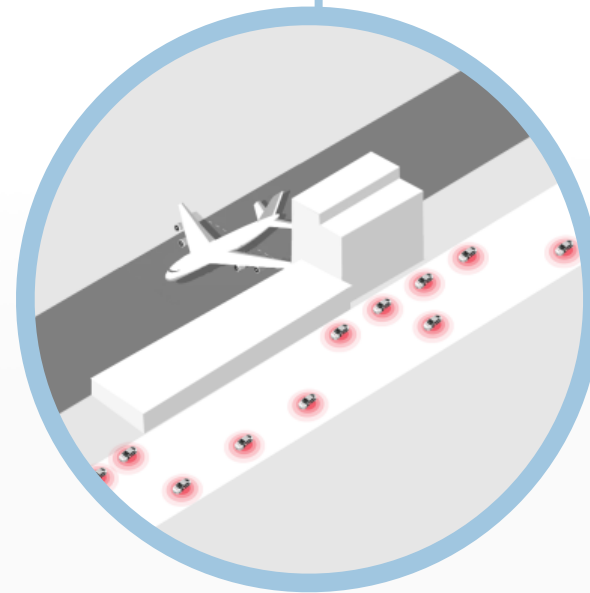
Measure vehicle performance,  
impressions, lift in website traffic  
or foot traffic, app downloads, and  
online conversions attributed to  
mobilads OOH exposures



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



Downtown



Airport



Event

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 JFK and LGA International Airports the day before and after event, reaching your audience as they arrive and leave the city

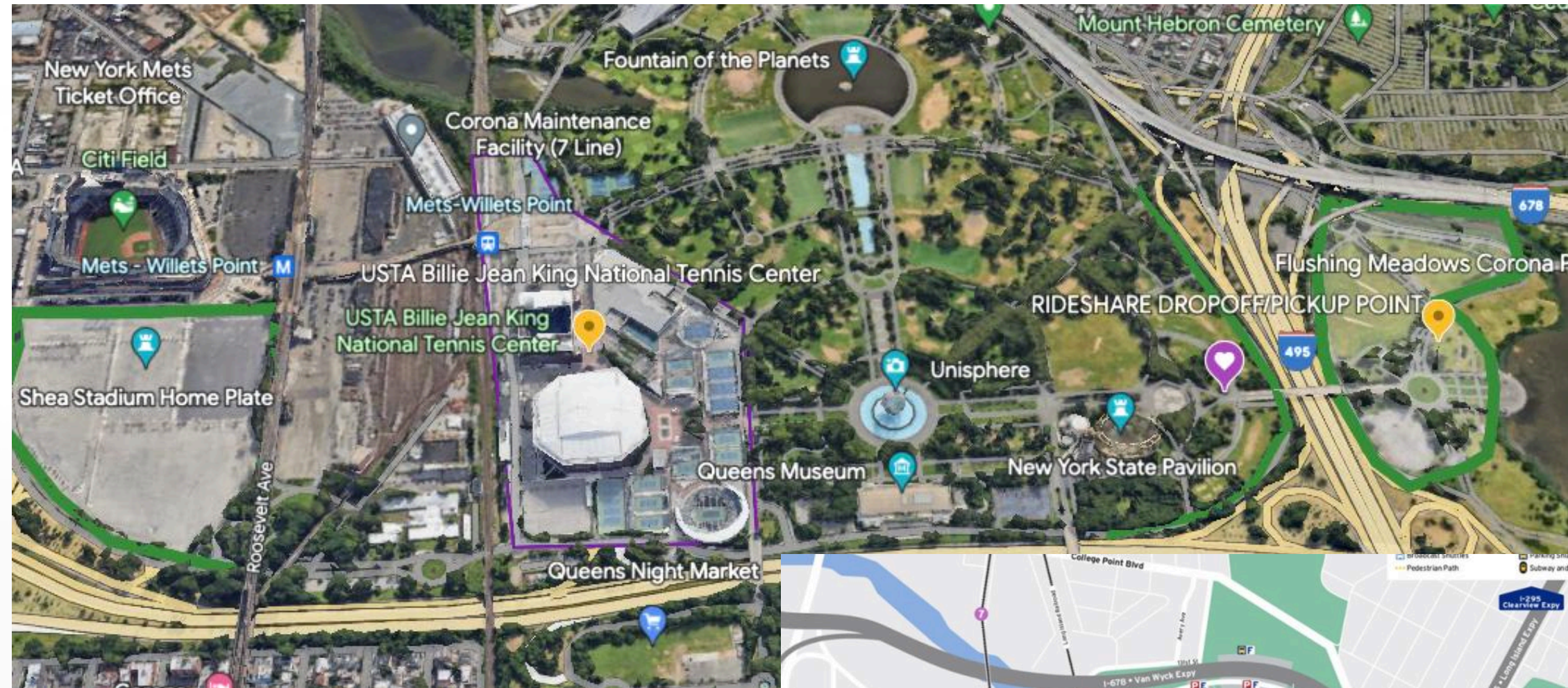
Send your wrapped cars to swarm Flushing Meadows Corona Park and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the venue.

Click [HERE](#) to view location details



## Event Blitz Route Details

Swarm the streets around Flushing Meadows Corona Park and the USTA Billie Jean King National Tennis Center with cars at all three designated parking locations, in addition to the rideshare drop-off/pick-up point. Then, have your cars circle the event grounds and follow the crowd.



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**<sup>®</sup>

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](#)