



Innovative Marketing Proposal

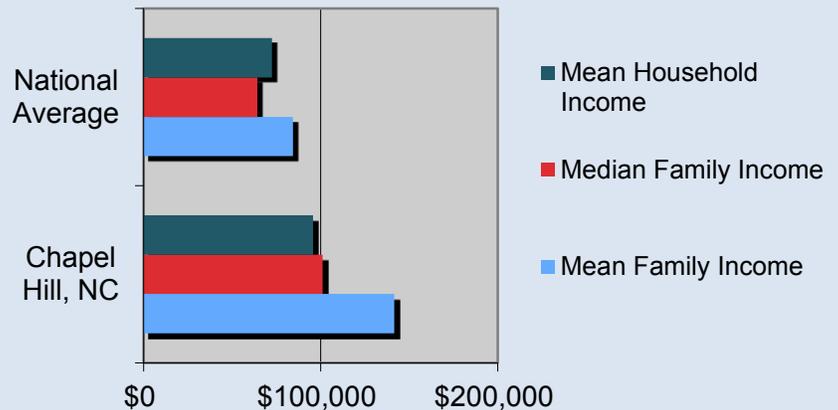
Summer/Fall 2013

Vehicle Advertising

- Advertising on automobiles is one of the hottest methods of outdoor advertising.
- Billboards and simple print ads can only reach a limited amount of people and lack the mobility that vehicle advertising entails.
- All types of businesses, from small to Fortune 500, have increasingly been using eye-catching wraps and decals on vehicles.

Town of Chapel Hill

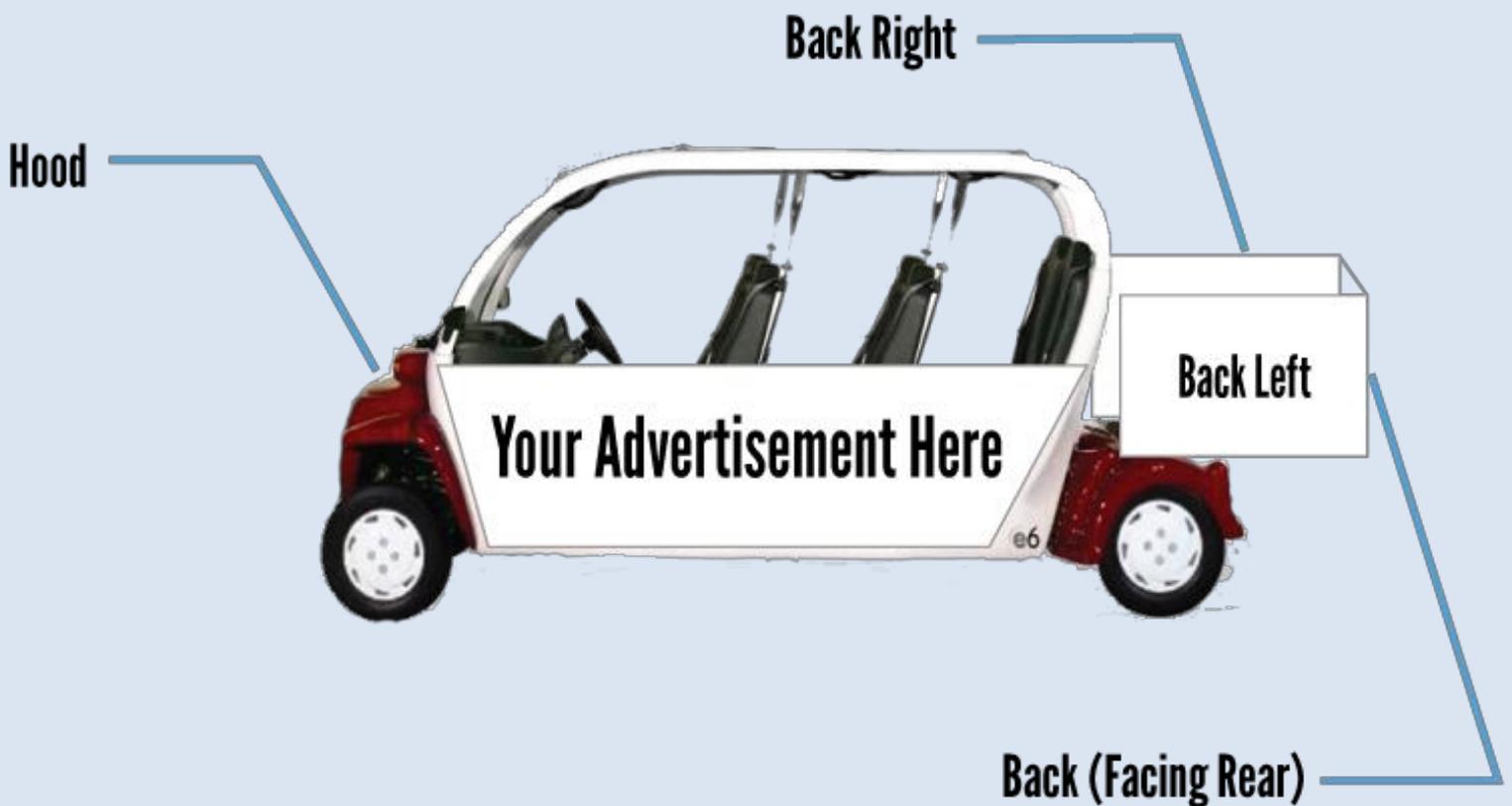
Voted by CNN as one of the top ten places to live in America, Chapel Hill serves as a great location to market premier products. With mean and median family income levels over 60% higher than the national average (67% and 63% respectively) Chapel Hill displays a market of not only consumers, but consumers with dispensable income.



University of North Carolina

Student Headcount		
Fall, 2012		
Headcount	29,278	
Full-Time	24,498	83.70%
Part-Time	4,780	16.30%
FTE	27,069.00	
Men	12,283	42.00%
Women	16,995	58.00%
White	19,106	65.30%
African-American	2,486	8.50%
Other*	7,686	26.30%
Undergraduate	18,503	63.20%
Graduate	8,262	28.20%
Professional	2,513	8.60%
In-State	21,703	74.10%
Out-of-State	7,575	25.90%

Buzz Rides Gets Your Business Where You Want To Go



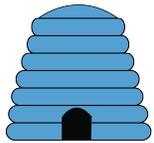
Other Ad Options

- | | |
|-------------------|------------|
| ➤ Driver Branding | ➤ Coupons |
| ➤ Floor Mats | ➤ Specials |
| ➤ Brochures | ➤ Samples |

Be two steps ahead of the game with innovative mobile marketing

- As one of the “hottest” new trends in outdoor advertising, our mobile marketing gives businesses a type of exposure that they have never experienced before.
- Advertisers will receive at minimum 60 hours of exposure per month on our vehicles.
- If your product/service is geared towards attracting college students or the premier consumers from Chapel Hill, our mobile advertising is just for you.
- Franklin Street is the most popular area in Chapel Hill- thousands of consumers will see your brand!

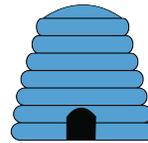




The Worker Bee

- Mobile advertising on **both** side panels
- Samples, brochures, coupons, and give-aways
- Advertising on BuzzRides.com
- 60 hrs of advertising per month
- Option for both box signs (\$300) or one box sign (\$200)

Call For Pricing

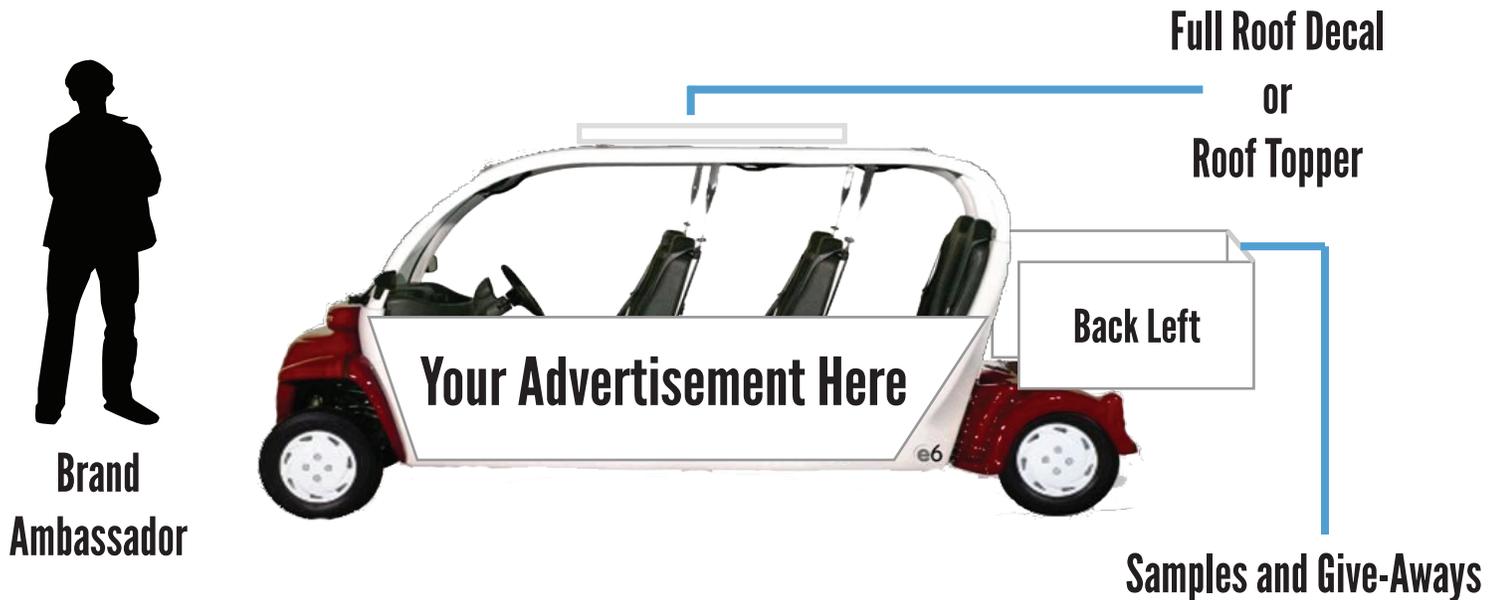


The Basic Buzz

- Mobile advertising on **one** side panel
- Samples, brochures, coupons, and give-aways
- Advertising on BuzzRides.com
- 60 hrs of advertising per month
- Option for both box signs (\$300) or one box sign (\$200)

Call For Pricing

Exclusive privilege of the **whole** vehicle's advertising



Queen Bee VIP's receive:

- **Full** vehicle wrapping and decals
- **Exclusive** vehicle privilege for samples, coupons, brochures, and give-aways
- **Full** driver branding
- **Free** Advertising on BuzzRides.com
- First right of refusal at end of contract
- 60+ hours of advertising
- We work with you to customize the BuzzRide to **your** liking

Call For Pricing