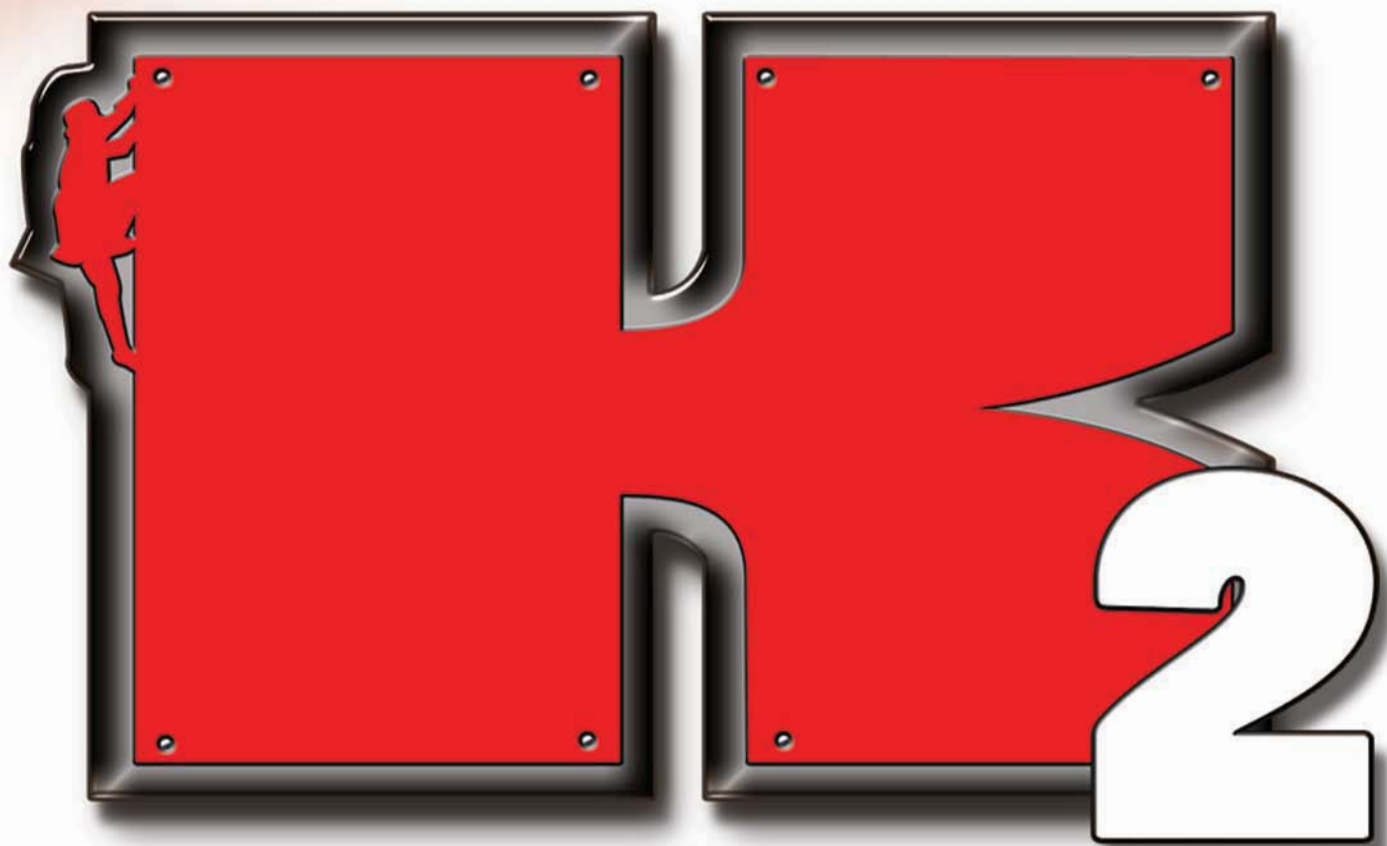
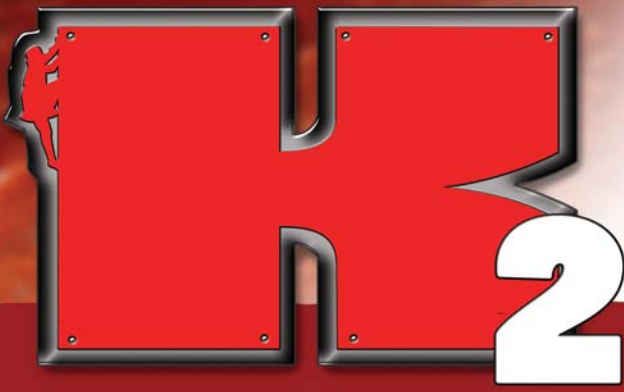


Taking your
advertising
to new heights!!!



1-866-503-8844 nationaltransitmedia.com



(National Transit Media) is a sponsorship activator, an outdoor marketing innovator and an experiential marketer with tools and expertise to ensure your campaigns, promotions, product rollouts and events are both memorable and purposeful.

In February, National Transit Media featured the K2 - a 40' x 60', two-sided mobile billboard - in Los Angeles for the Grammy's™. Proven at the World Cup in Germany and the Torino Olympics, NTM has brought the biggest thing in event marketing and sponsorship activation to the United States.

At the 2007 GRAMMY AWARDS



The K2 Billboard featuring Nate Dogg and Teddy Riley marked the debut of this amazing media in the United States.



For your next sponsorship or event activation, call NTM and we'll provide you the K2 along with our excellent service and marketing savvy.

Headquartered in Lubbock, TX, NTM has provided services to customers such as NASCAR tracks, the PGA and the most respected advertising agencies and Fortune 500 companies in the United States. NTM can provide turn-key campaigns from Miami to Los Angeles, from New York to Dallas and everywhere in between. NTM's new and exciting platforms are only excelled by the level of service we provide to our customers. We recognize your time and money are very important and we are committed to your campaign at every step of the process. We at NTM are unwavering in our desire to ensure your campaign does what it needs to, where it needs to.

K2

**Bigger is
Better and
we can prove it...**



Modern technology with a powerful impact

K2 gives your advertisement a unique profile that cannot be missed. Choose for yourself where your giant banners are to be displayed. Comprising two illuminated media surfaces for giant banners with a total advertising space of 4000 feet. K2 is particularly suited for advertising at trade shows, opening ceremonies, market entry events, exhibitions, concerts, road shows and other events of every nature. K2 can be quickly installed on open spaces and used on one or both sides. Once installed, the mobile billboard erects itself automatically in only a few minutes and then hoists the banners within approximately two minutes. The supporting structure for the billboard is a semi-trailer carrying a folding steel frame into which the giant banners are mounted. A base of approximately 5.25 ft in height covers the entire undercarriage creating an attractive pedestal for the advertisement. The stability of this medium, built to withstand sustained winds of 50 mph and gusts of 100 mph, and K2's safety features including a sophisticated wind velocity sensing system and auto-retract features coupled with professional, on site project management ensures your project will go ahead exactly as planned. Currently working with the likes of the NFL and NASCAR speedways, many companies and agencies have seen the impact the K2 Billboard will create for your next campaign.



K2



REACH THE MASSES...

"Outdoor advertising is getting tougher to ignore as it branches out beyond the old-fashioned billboard. As advertisers find it harder to reach consumers through TV and radio, the increase array of out of home is " Looking more attractive"

-The Wall Steer Journal online .



The K2 Billboard is the first and only on it's kind in the United States. Standing a mighty **6** stories tall and **42** feet across. When stacked up against alternatives K2 can give you more bang for your buck while leaving a lasting impression on the consumer.



The K2 was a hit at the 2006 Winter Olympics and the 2006 World Cup. Let NATIONAL TRANSIT MEDIA and the K2 Billboard promote your message at any event, nation wide.



K2

Why K2???

You cannot miss a 6-story billboard!
K2 can be at the event, exposing your message to your target audience, while still extending to passers-by who are not attending the event.



Taking your advertising to new heights !!!

At 40' x 60', the K2 billboard is 9 times larger than the standard billboard bulletin. At this size the K2 (highlighted in red) dwarfs many building wraps (example highlighted in blue).



TECHNOLOGY

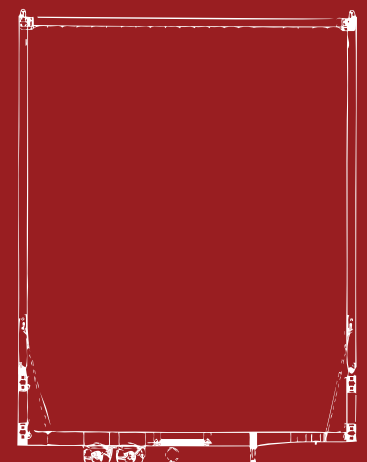
- Expertly trained technical staff
- Highest safety standards, state-of-the-art technology
- Leading-edge production by a licensed automotive company
- All materials and components comply with the highest levels of quality standards
- Technical inspection design and construction according to the national legal specifications and standards

Dimensions in driving mode:
13.78 m long = 45.21' long
2.5 m wide = 8.5' wide
4 m high = 13.12' high

Total weight:
28 metric tons (with Tractor 37 metric tons)

Dimensions when erected:
13.78 m long = 45.21' long
8m wide = 26.23' wide
17.4 m high = 57' high

Concentrated loads:
8.425 kg/m²

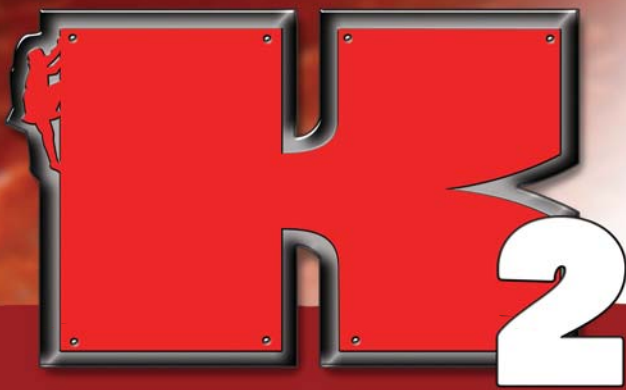


K2



**Day
and
Night!!!**

During the day K2's size makes it hard to miss and at night the advertisement can be lit to provide a 24hr. viewing experience.



Be the title sponsor – act like it.

Forget trailers and the other expensive toys. Play for keeps and play it smart.

The numbers say it all. From road shows to sponsorship at tradeshow and sporting events, the cost to you is tens of thousands to millions of dollars. Activate at that sponsorship or event with a concept and tools your expenditure deserves and get the “bang-for-your-buck” from NTM that no other company can offer. While NASCAR races are only one type of the many events the K2 would activate at, they are an excellent example of how sponsorship pricing works.

NASCAR Sponsorship Costs*

- Race title: \$1 million to \$1.7 million
- Track, official sponsor: \$100,000 to \$300,000
- Teams
 - NEXTEL CUP
 - Primary sponsor: \$10 million to \$18 million
 - Co-primary sponsor: \$2 million to \$5 million
 - Associate sponsor: \$500,000 to \$2 million
 - BUSCH SERIES
 - Primary sponsor: \$3 million to \$6 million
 - Associate sponsor: \$250,000 to \$1 million
 - CRAFTSMAN TRUCK SERIES
 - Primary sponsor: \$1 million to \$2 million
 - Associate sponsor: \$100,000 to \$500,000
- Sanctioning body
 - NASCAR association wide: \$500,000 to \$5 million (benefits vary widely)
 - Regional series: \$50,000 to \$200,000

*Event Marketer Magazine, 2005

At any event, including NASCAR, on-premise signage comprises half or more of most sponsorship activations.

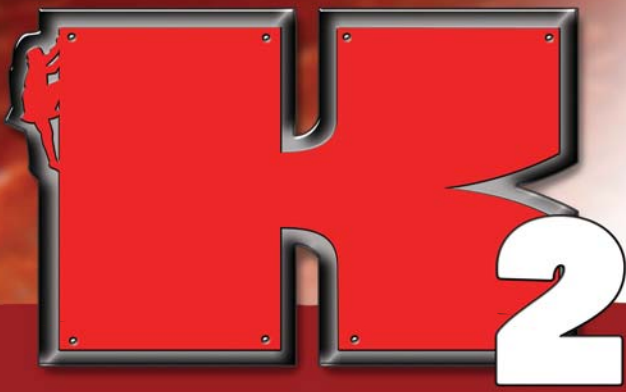


Use the K2 to break through that clutter, create a REAL onsite presence and leave the cookie cutter stuff to the other guys.

NTM corp. will provide turn-key on-site activation including all site plans, fuel costs, staffing, management, promotional giveaways as well as creating avenues for ROI/ROO tracking during and after the event incorporating interactive elements and follow-through options allowing for the best results possible.

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Get “title sponsor” results – don’t pay for it

No “gold” or “title” sponsorship in your plans but you need breakthrough presence at an event? Here we come to save the day.

We can ensure your placement at any sporting event, expo or conference breaks through the clutter and captures everyone’s attention. NTM has excellent relationships and resources to ensure your activation does what it needs to for you and your customers.



Anywhere you spend your sponsorship dollars you deserve the greatest impact possible. Here’s a selection of events on which companies spend millions of sponsorship dollars each year and where NTM can easily provide placement:

Trade Shows/Expos-

Consumer Electronics Expo
World of Concrete
CONEXPO-CON/AGG
ICUEE
SEMA
MAGIC Marketplace
NAB
NAMM
VGEXPO
Interop
NXTComm
E 3
E for All
Web 2.0
WorldCon
ISA

Sporting Events -

AFL Games
NFL Games
MLB Games
NBA Games
NHL Games
World Cup Soccer
PGA Tours
Grand Slam Games
NASCAR Races
Indy Races
Motorcross/Supercross
Bowl Games
Final Four
World Series of Poker
NCAA Sporting Events

As well as-

Live Music Events
Road Shows
Grand Openings
Product Rollouts
State Fairs
Auto Shows
Home Expos

Pound for pound and impact for impact, the K2 combined with NTM’s service is the most cost effective sponsorship activation and event marketing tool available today. The events above are just a sampling of where the K2 can ensure your service, product or brand is at the tip of everyone’s tongue and at the top of everyone’s mind.

The K2’s versatility and the reusability of your messages create the opportunity for limitless applications. You can project variable data on its face at night and apply three-dimensional sculptured extensions to allow the K2 to literally reach out to your target audience. NTM can also supply 9’ x 12’ LCD displays to broaden your interaction with real-time customer involvement displayed on screen. What’s more, NTM can take your message anywhere and install in a matter of minutes.

The K2, combined with concept-driven creative, can be put into active use providing not only 4000 sq feet of 6-story ad space where it wasn’t available before, but putting the K2’s memorable, people-magnet qualities to work at events like NASCAR races, live music events and road shows. The K2 is the marquee for the experiential marketing advertisers are already doing but can do bigger, bolder and therefore with more impact and customer interest.