

Media Kit 2026

Background



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graph TD; A[Background] --> B[Trimex Outdoor is a Women-Owned Out of Home Advertising Company that operates in every US Market. We place billboards at popular retail venues where people shop daily. These include Grocery stores, supermarkets, c-stores, laundromats, barber shops, salons, bakeries, restaurants, food stands, bowling alleys, pharmacies, tobacco shops, car washes, thrift shops, meat and seafood markets, food trucks, pizza restaurants, check cashing stores and more!]; B --> C[Our network includes over 500,000+ locations nationwide. We build out customized advertising networks to fit any size campaign or demographic. From 30 locations on up to 5,000, we have the inhouse manpower to handle any size order. No third-party vendors posting your ads.]; C --> D[Unlike the industry standard of 25% POP. We provide 100% Proof of Performance (POP) with store names, addresses and mapped locations. One of the only OOH companies that does this.];
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Trimex Outdoor is a Women-Owned Out of Home Advertising Company that operates in every US Market. We place billboards at popular retail venues where people shop daily. These include Grocery stores, supermarkets, c-stores, laundromats, barber shops, salons, bakeries, restaurants, food stands, bowling alleys, pharmacies, tobacco shops, car washes, thrift shops, meat and seafood markets, food trucks, pizza restaurants, check cashing stores and more!

Our network includes over 500,000+ locations nationwide. We build out customized advertising networks to fit any size campaign or demographic. From 30 locations on up to 5,000, we have the inhouse manpower to handle any size order. No third-party vendors posting your ads.

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OUR MEDIA MENU



**STOREFRONT IN-
STORE PLACE BASED
BILLBOARDS**

**C-STORES, GROCERY
LAUNDROMATS
BAKERIES
PHARMACIES
HARDWARE STORES
COMMUNITY
CENTERS,
RESTAURANTS**

**BEAUTY SALONS &
BARBERSHOPS
AND MANY MORE
RETAIL VENUES**



**LUNCH TRUCK
ADVERTISING
INDUSTRIAL**



**STREET FOOD
TRUCKS, TRAILERS
AND FOOD PAVILIONS**



**ICE CREAM TRUCKS
PALETA CARTS
FRUIT CARTS**



**PIZZA RESTAURANT
BOX TOPPER ADS**



**CHECK CASHING
ENVELOPES AND
JACKETS**



WILD POSTERS



MOBILE TOURS





STOREFRONT IN-STORE BILLBOARDS

Media rate will include.

1. (1) 60 x 30 or 30 x 46 Billboard placed in a visible location on the property

Add On Added Value. For an additional production fee, “add on” (2) In-Store Displays.

1. (1) 8 x 8 Countertop Ad
2. (1) 4 x 8 Acrylic brochure holder filled with (50) 3.75” W x 8” H double sided brochures.

Up to 3 touch points!

Acrylic Brochure
Box filled with
Brochures

8 x 8
Countertop Ad

Place Based
60 x 30
Billboard



LEAP can help heat
your home

LEAP le puede ayudar
a calentar su hogar

LEAP is Colorado's Low-income
Energy Assistance Program

LEAP es el Programa de Asistencia de Energía
para Personas de Bajos Ingresos de Colorado

Accepting applications
NOVEMBER 1 - APRIL 30
Aceptando solicitudes
1 NOVIEMBRE - 30 ABRIL

To access the application:
Para acceder a la aplicación:

1-866-HEAT-HELP
(1-866-432-8435)
www.Colorado.gov/CDHS/LEAP



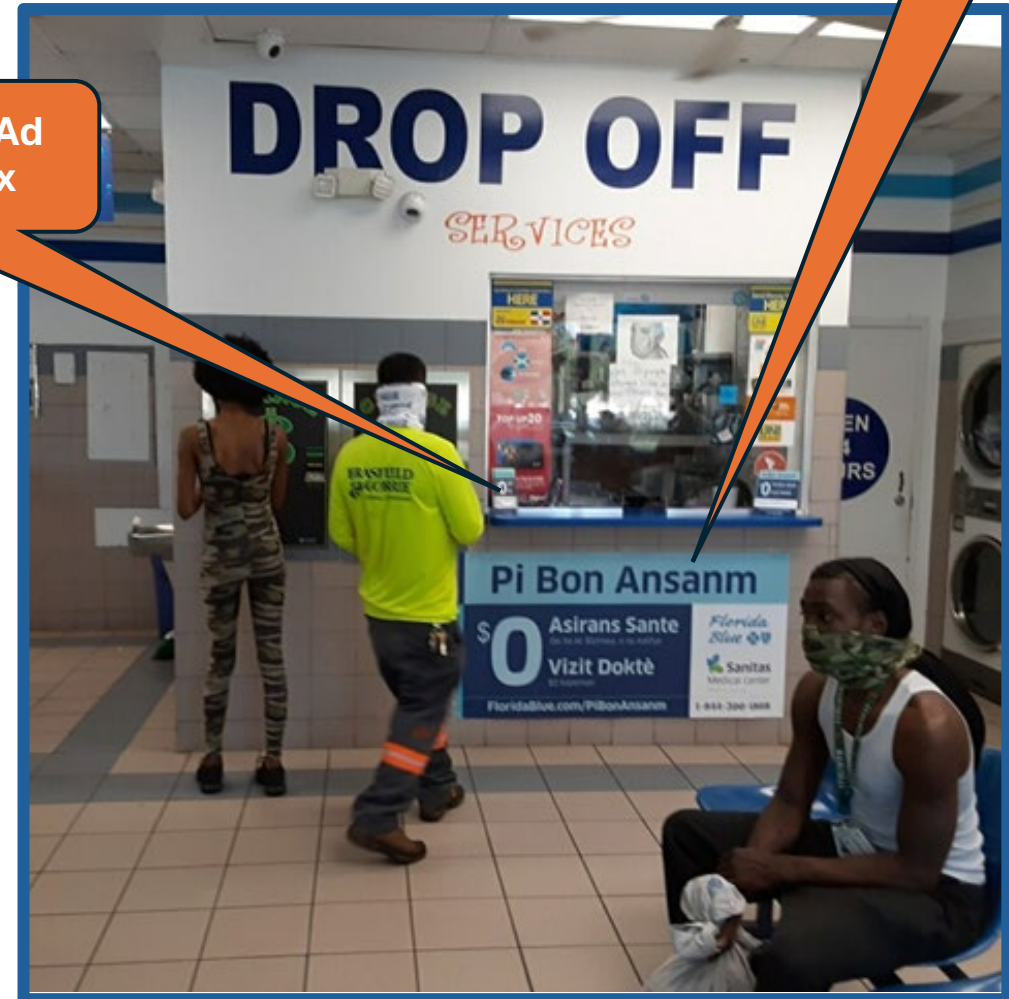
In-Store Storefront Billboards

Portrait and Landscape Examples

30 x 46 Portrait
Billboard



8 x 8 Countertop Ad
with brochure box



60 x 30
Landscape
Billboard

Add On Added Value

- (1) 8x8 Countertop Ad
- (1) 4 x 8 Brochure Box filled with 50 3.75 x 8 double-sided brochures





Add On Added Value

8x8 Countertop Ad

4 x 8 Brochure Box filled with (50) 3.75 x 8 double-sided brochures





LUNCH TRUCK ADVERTISING – INDUSTRIAL TARGET AUDIENCE ROLLING SINCE 1974



LUNCH TRUCK ADVERTISING – INDUSTRIAL TARGET AUDIENCE

PLACE BASED BILLBOARDS

Media rate will include - (1) 60 x 30 Billboard placed on the side or rear.





- Lunch Truck Facts: Industrial Food Truck Routes Blue-Collar Target Audience 21 thru 49 Adults.
- Trimex lunch trucks serve places of employment during working hours. Types of businesses include Construction Sites, Manufacturing, Warehousing, Textiles, Agriculture and Industrial Parks.
- The average lunch truck will make 20 stops and will serve hundreds of customers every working day. Billboards placed on the outside of the trucks reach this important audience eight hours out of the day when they are generally not exposed to other media.



There are two body styles of lunch trucks in the US.



Millions of Commuters see us every working day!





STREET FOOD ADVERTISING

All street food trucks, trailers and food pavilions have multiple touch points.

Media rate will include (1) 60 x 30 Billboard placed in a visible location on the Truck/Trailer or Pavilion.

If the truck is fully wrapped with operator's graphics (2) 18 x 24 or 24 x 18 billboards will be used in place of the 60 x 30.

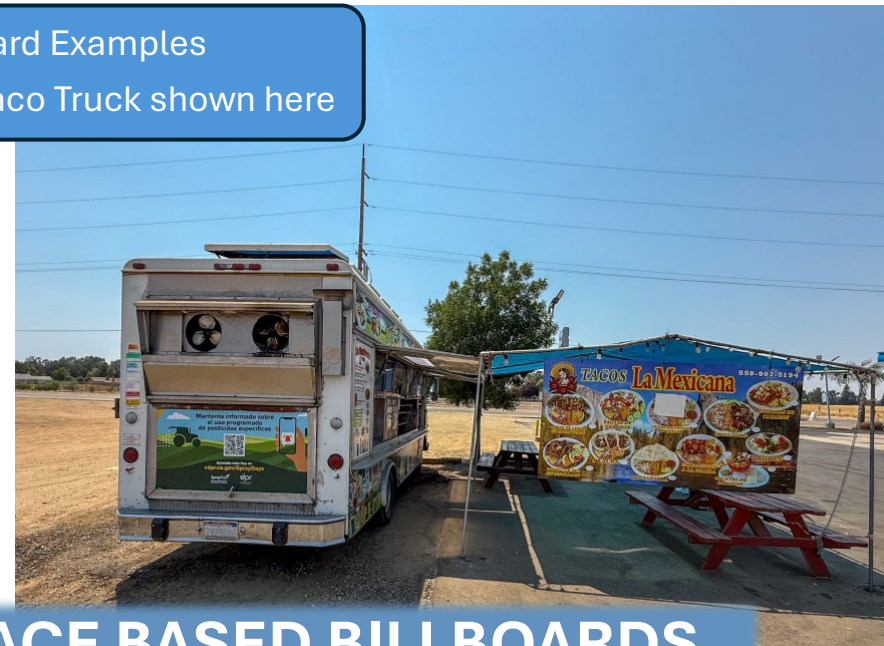
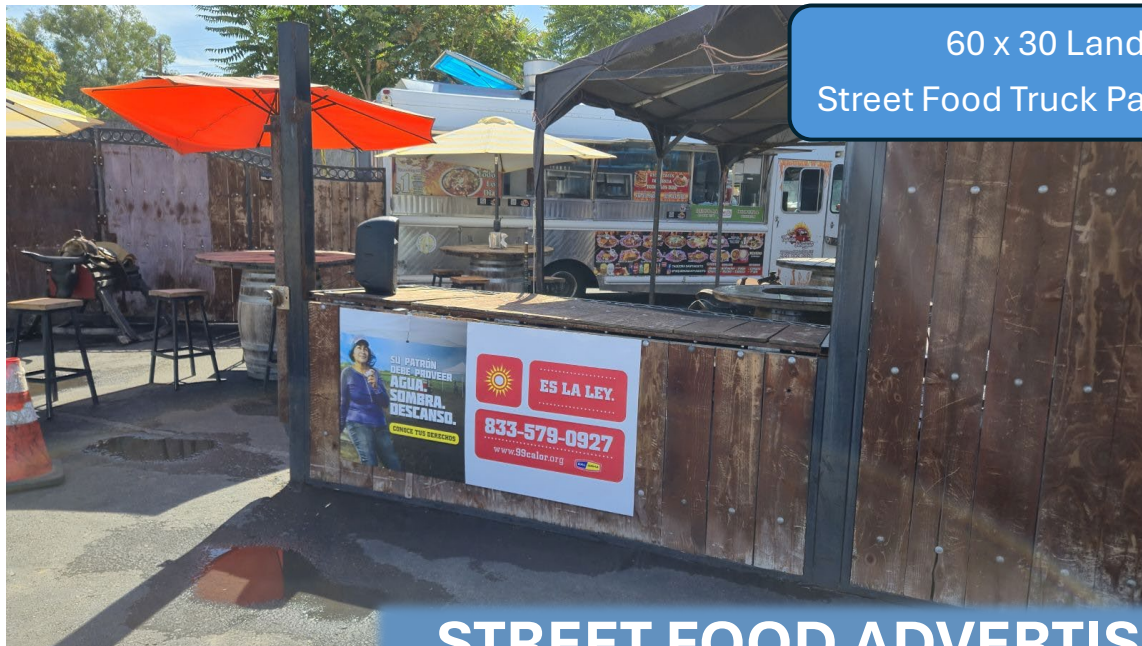
The following pages show placement examples.

STREET FOOD ADVERTISING

(2) 18 x 24 Portrait Billboards



60 x 30 Landscape Billboard Examples
Street Food Truck Pavilions and Taco Truck shown here



STREET FOOD ADVERTISING PLACE BASED BILLBOARDS







ICE CREAM TRUCK & PALETA & FRUIT CARTS

All ice cream trucks, paletero and fruit carts use have multiple touch points.

Media rate will include (10) 8” wide x 5” high mini billboards placed in a visible location on the Truck or Cart. Note the 8 x 5 landscape format is the standard size ice cream truck menu sticker. This allows us to place your ads in multiple places.

Additional mini billboard stickers are given to the vendor to hand out to customers.

The following pages show placement examples.





PIZZA RESTAURANT ADVERTISING WITH BOX TOPPER ADS

Media rate will include.

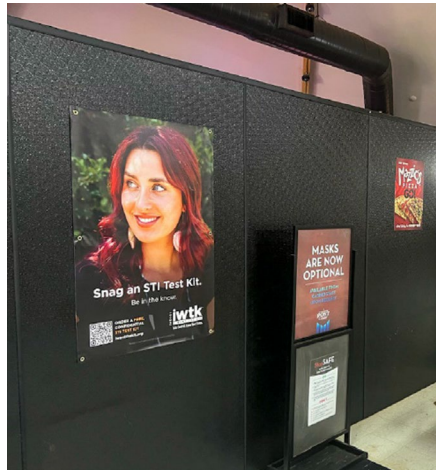
1. (1) 30 x 46 Portrait Billboard placed in a visible location on the property
2. (1) 8 x 8 Countertop Ad
3. (1) 4 x 8 Acrylic brochure holder filled with 3.75" W x 8" H double sided brochures for customers inside the restaurant
4. (5,000) of the brochures will be placed on pizza box tops and to delivery to go orders

The following pages show placement examples.



PIZZA RESTAURANT ADVERTISING WITH BOX TOPPER ADS AND TAKE ONE BROCHURES FOR ALL CUSTOMERS









CHECK CASHING ENVELOPES AND JACKETS

How it works:

Many of our grocery stores, markets and c-stores offer check cashing services. We do work with many check cashing / money stores too but sometimes there are no check cashing stores in the area requested or they are corporately owned and won't allow advertising.

The advertiser will get a mix of check cashing/money/loan stores as well as grocery, c-store, markets that provide check cashing services.

We provide each venue 1,000 money jackets to put cash in.

Check Cashing envelopes and jackets are a great “Add On” to an existing storefront campaign or can be purchased alone.

The following pages show placement examples.

ex
ress



u dinero
S RAPIDO
SEGURO

www.intercambioexpress.com

Atención de Protección de Fraude
IMPORTANTE

Protección de Misos Privados y Personales Mayores de Edad

Protección de Misos Privados y Personales Menores de Edad

Protección de Misos Privados y Personales Menores de Edad

CLINICA MÉDICA
GRATUITA

PROTECCIÓN AGUARDADA DEPENDI

Alerta de fraude al consumidor

No envíes dinero a:

- Un extraño - en este país o en cualquier lado.
- Alguien que conozcas por internet.
- Alguien que dice ser tu familiar que tiene una emergencia y quiere mantener en secreto el envío de dinero.
- Alguien que dice que un envío de dinero es el único método de pago aceptable.
- Alguien que te pidió depositar un cheque y enviarte una parte del dinero.

Si tú crees que eres víctima de una estafa, no procedas con tu envío de dinero. Turna de inmediato a nuestro Departamento de Protección de Fraude al 1800 355-2345.

ria Money Transfer

Paquetigos
¡Acércate a los tuyos!



tig

InterCambio Express

compañía que une familias

888-534-8441

envíos de dinero
entro y Sud América





Check Cashing envelopes and jackets are a great “Add On” to an existing storefront campaign or can be purchased alone.





WILD POSTER BILLBOARDS

Wild Postings. We operate in every major market! Below is an overview of how it works.

Overview: All wild poster walls can average 2 to 10 (24"W x 36"H) or 48" W x 72'H posters per location. Includes refresh every 72 hours copy change at two weeks. Teaser then reveal. Client can choose size.

The following pages show placement examples.



48 x 72 Wild Poster Billboards

24 x 36 Wild Poster Billboards





FOOD TRUCK MOBILE TOURS

Mobile Tours Provided! Below is an overview of how it works

Overview: Food Trucks. All shapes and sizes can be chartered for your event. We set everything up from start to finish.

We wrap them with your graphics. You can equip them with monitors, let us know what you want. Wow factor 10!

The following pages show placement examples.

Trimex Outdoor, Inc. Custom Mobile Events



Decades of experience makes the impossible no problem

San Diego Comic Con. VIZ Media

WonderCon Orange County. NAMCO Games. Hilton Properties.





Our Vintage Food Truck was featured in Exhibitor Magazine

American Express Las Vegas Convention Center





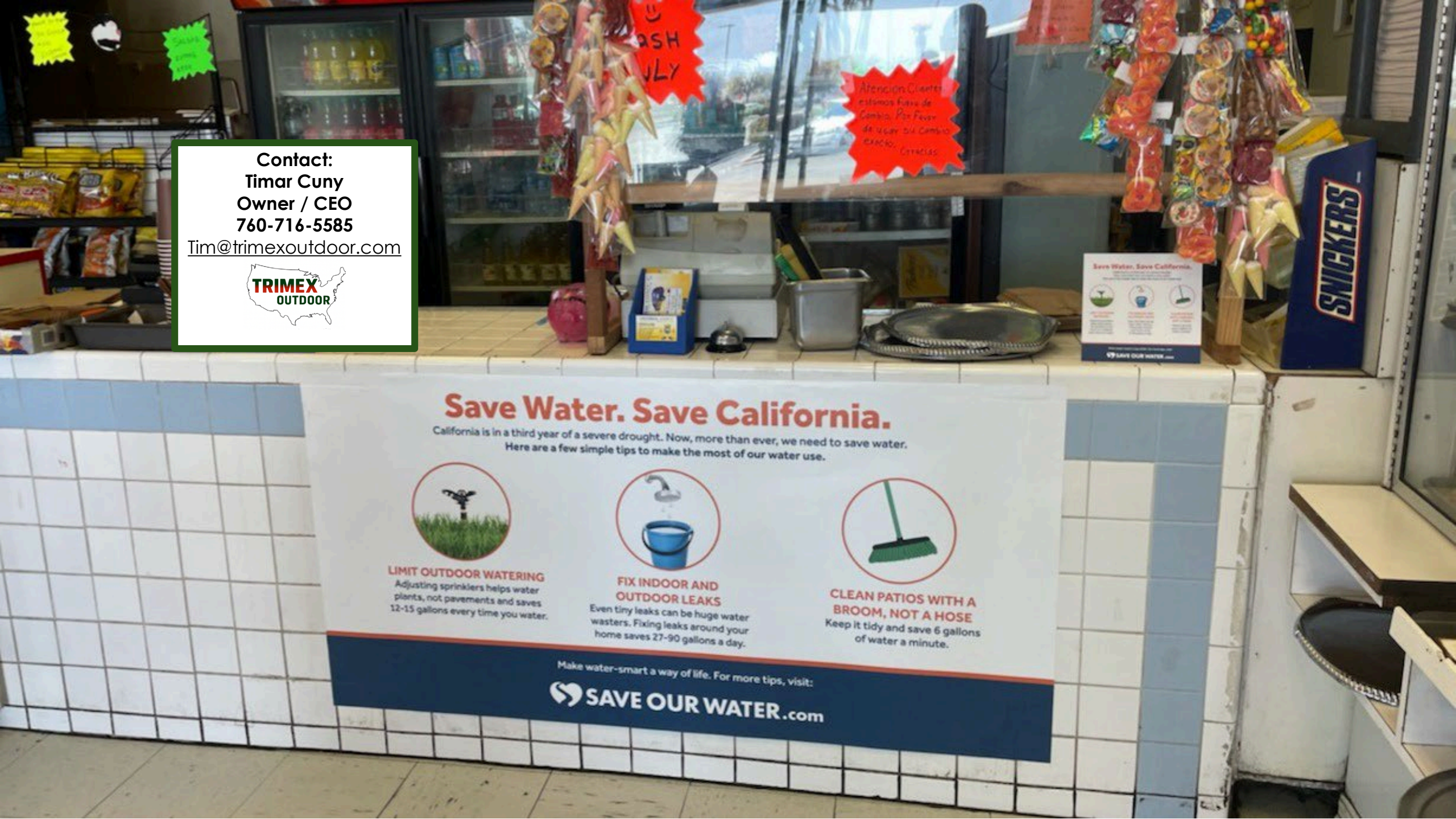
**FOX Theatrical 4th of July Rose Bowl Festival.
With 3 decades of mobile tour experience
Rest assured Trimex can handle any event!**



Here is a link to a great news story "Wildland Fire Fighter Foundation" & "Coors Banquet" and Trimex Outdoor.
<https://www.yourcentralvalley.com/video/local-food-truck-teams-up-with-nonprofit-to-feed-fresno-firefighters/6025436>



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CASH JULY

Atencion Clientes
estamos Pasa de
Cambio. Por Favor
de 14.99 a 12.99
Cambio. Gracias

Save Water. Save California.



Save Water. Save California.
Visit www.saveourwater.com



Save Water. Save California.

California is in a third year of a severe drought. Now, more than ever, we need to save water. Here are a few simple tips to make the most of our water use.



LIMIT OUTDOOR WATERING
Adjusting sprinklers helps water plants, not pavements and saves 12-15 gallons every time you water.



FIX INDOOR AND OUTDOOR LEAKS
Even tiny leaks can be huge water wasters. Fixing leaks around your home saves 27-90 gallons a day.



CLEAN PATIOS WITH A BROOM, NOT A HOSE
Keep it tidy and save 6 gallons of water a minute.

Make water-smart a way of life. For more tips, visit:

 **SAVE OUR WATER.com**