MEDIA KIT

2027

Hyper-local advertising.
Nationwide reach.



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About Trimex Out-of-Home

Hyper-local advertising. Nationwide reach.

Trimex Out-of-Home is a women-owned out-of-home advertising company headquartered in Texas, serving every U.S. market. We place billboards at the neighborhood venues people visit every day.

Our venues include grocery stores, supermarkets, convenience stores, laundromats, barbershops, salons, bakeries, restaurants, food stands, bowling alleys, pharmacies, tobacco shops, car washes, thrift shops, meat and seafood markets, and food trucks.

Custom networks, handled in-house

Our network includes more than 500,000 locations nationwide. We build customized networks for your campaign and audience, from 30 to 5,000 locations, with our own in-house posting teams.

100% Proof of Performance

We provide store names, addresses, and mapped locations for every campaign.

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ADVERTISING FORMATS

Our media offerings

01 Storefront & In-Store Advertising

Billboards, countertop displays, brochures, and laundromat placements.

02 Industrial Lunch Trucks

Side and rear billboards reaching people at work and along daily routes.

03 Street Food Trucks

Truck, trailer, and food pavilion advertising at neighborhood food destinations.

04 Mobile Tours

Customized vehicles, campaign wraps, and event coordination.

05 Customized PSA Campaigns

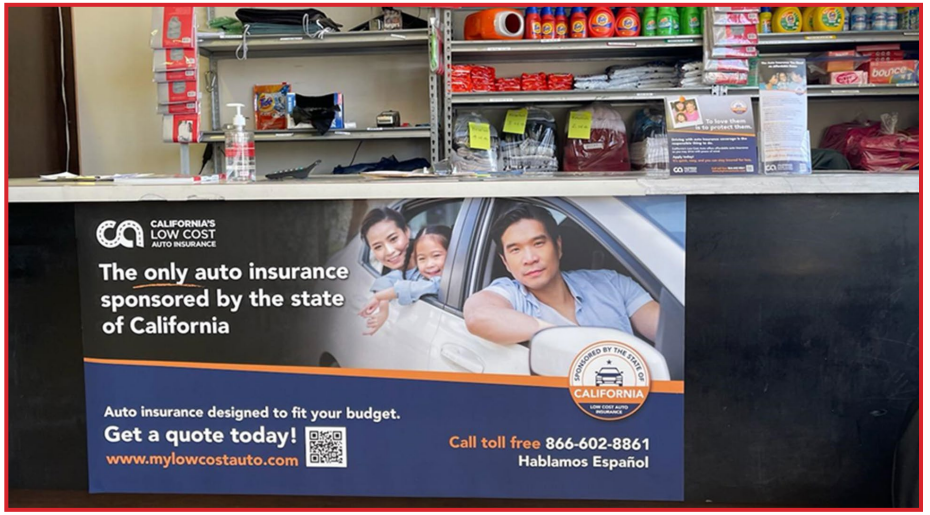
Public service outreach at the local, regional, and national levels.

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Storefront & In-Store Advertising

Included placement

One 60 × 30 or 30 × 46 inch billboard in a visible location on the property.



Optional in-store displays

For an additional production fee, add:

One 8 × 8 inch countertop ad.

One 4 × 8 inch acrylic brochure holder filled with 50 double-sided brochures, 3.75 inches wide × 8 inches high.

Up to three touch points

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STOREFRONT & IN-STORE

Three touch points in one location



60 × 30 inch billboard

8 × 8 inch countertop ad

Acrylic brochure holder

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Storefront and in-store placements



30 × 46 inch portrait billboard



60 × 30 inch landscape billboard, plus an 8 × 8 inch countertop ad and brochure box

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Countertop Ads & Brochures



Optional added value

One 8 × 8 inch countertop ad.

One 4 × 8 inch brochure box filled with 50 double-sided brochures, 3.75 × 8 inches.

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Countertop placements across retail venues



Neighborhood stores



Bowling alleys



Laundromats



Entertainment venues

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Industrial Lunch Trucks

Rolling since 1974



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Side and rear billboard placements

Media rate includes one 60 × 30 inch billboard placed on the side or rear.



Rear placement



Side placement

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Reach audiences during the working day



Industrial routes

Our industrial food truck routes reach blue-collar adults ages 21 to 49.

Trucks serve construction sites, manufacturing facilities, warehouses, textile operations, agriculture, and industrial parks.

An average lunch truck makes 20 stops and serves hundreds of customers every working day.

Exterior billboards reach this audience during eight hours of the working day, when they are generally not exposed to other media.

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Lunch truck configurations

Two body styles used across the U.S. lunch truck network





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Visibility between stops

Millions of commuters see our trucks every working day.





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Street Food Trucks

Trucks, trailers & food pavilions

Street food destinations offer multiple touch points for your campaign.

The media rate includes one 60 × 30 inch billboard in a visible location on the truck, trailer, or pavilion.

For trucks already fully wrapped with the operator's graphics, two 18 × 24 or 24 × 18 inch billboards replace the 60 × 30 inch billboard.



Visible billboard placement at a food pavilion

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Portrait billboards on a food trailer

Two 18 × 24 inch portrait billboards



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Food trucks and pavilion placements

60 × 30 inch landscape billboard examples



Truck placement



Service-area placement



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Smaller billboards, multiple touch points

Two 18 × 24 or 24 × 18 inch billboards







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Mobile Tours

A custom vehicle for your event

Food trucks of all shapes and sizes can be chartered for your event. We coordinate the experience from start to finish.

Vehicle wraps feature your campaign graphics. Monitors and other equipment can be tailored to your event.

Custom vehicle selection. Campaign graphics and wraps. Event and tour coordination.



Branded mobile tour

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MOBILE TOURS

VIZ Media at San Diego Comic-Con

Custom mobile events



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NAMCO Games at WonderCon

Orange County • Hilton Properties



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Monster.com convention event

San Diego



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American Express convention activation

Las Vegas Convention Center • Vintage food truck featured in Exhibitor Magazine



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FOX Theatrical at the Rose Bowl

Fourth of July festival • Three decades of mobile tour experience



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Coors Banquet community event

Wildland Firefighter Foundation • Fresno firefighters







Watch the local news story

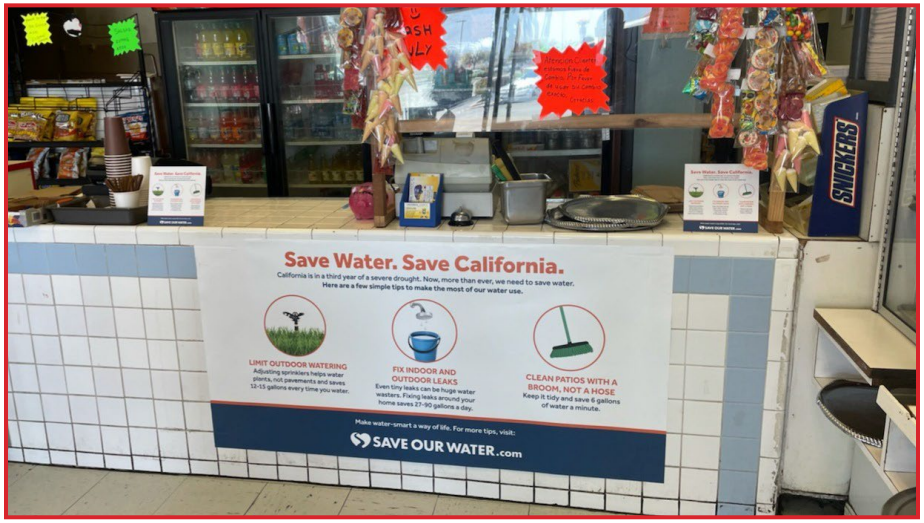
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Customized PSA Campaigns

More than 30 years of state and federal public service campaign experience at the national, regional, and local levels.



Marina and waterway outreach



Neighborhood retail outreach

From the U.S. Census to public health campaigns, our lunch trucks, neighborhood networks, and California marina and waterway postings bring important messages to the places they need to be.

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