



Stop Wasting AD Spend

www.trash-ads.com



Turn Trash Day into Ad Day



Curbside every week



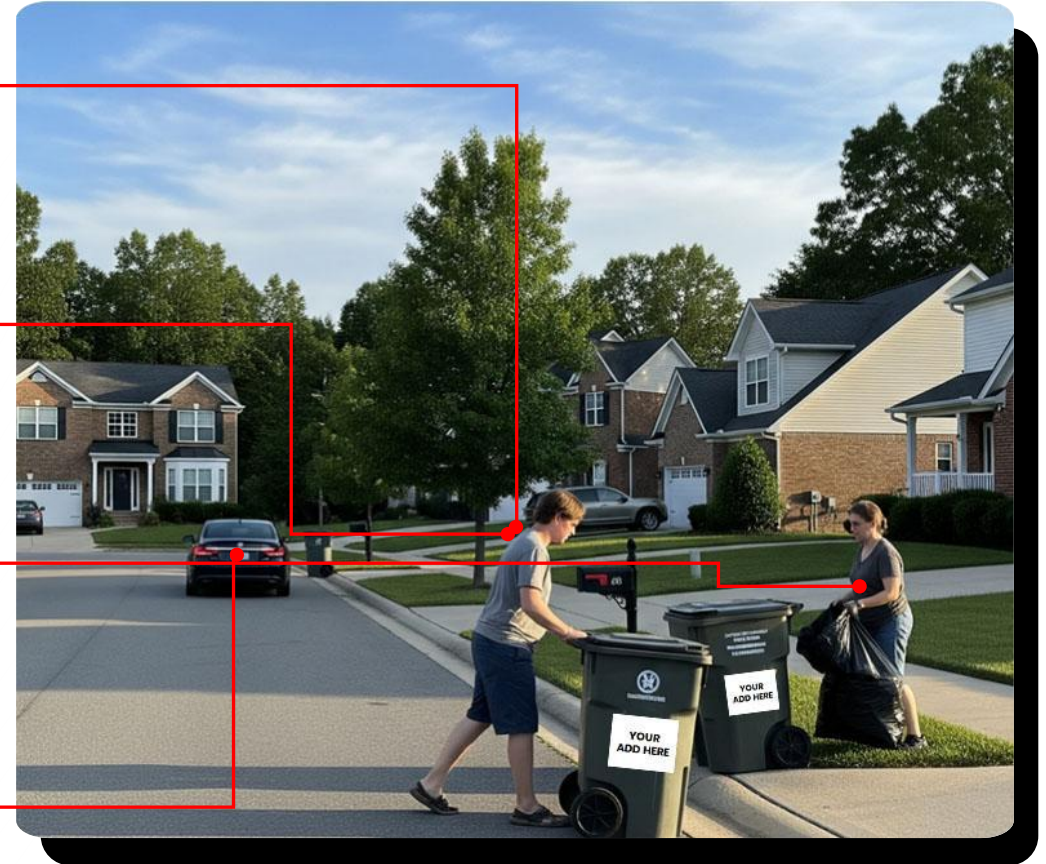
Residents physically interact with your ad



Impressions tied to household routines



Get multiple minutes of exposure not just seconds





Benefits



We leave door hangers with discounts to your business for direct engagement



Local association with your branding



Repeat impressions builds awareness



We can focus on recycling if you want to associate your brand with being environmentally friendly

Own the Neighborhood



Exclusive territory
rights, lock out
competitors



Existing customers get
access to new areas
before new customers



Hyperlocal Targeting



01.

Each cart is mapped to a specific address

02.

Handpicked residents mean zero wasted impressions

03.

Target homes, neighborhoods, zips, or routes

Measurable Reach

250 carts



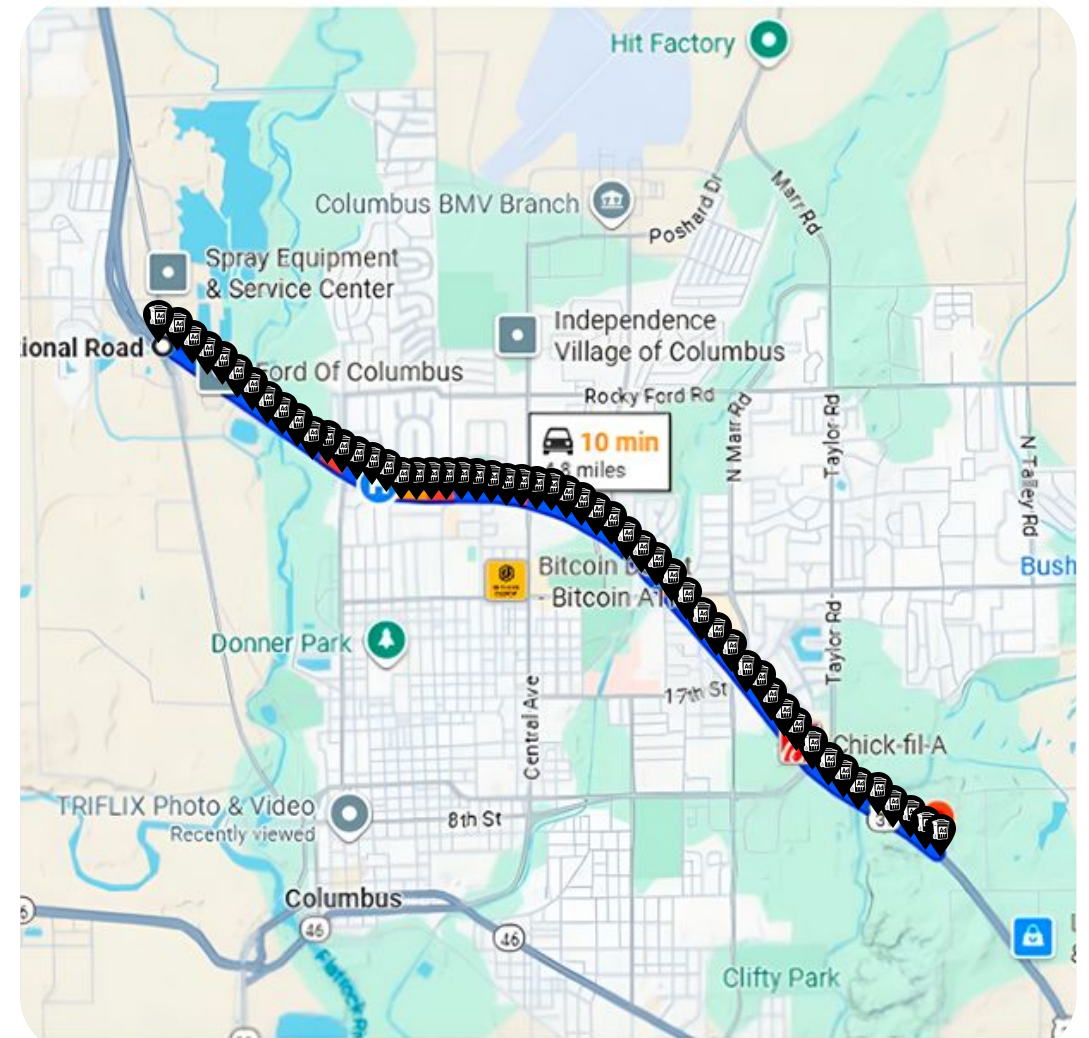
10 minutes of visibility and ~5 miles



930 – 1200 impressions/per cart/per month



On average, homeowners interact with a cart every other day



Make Them Talk

Trash Ads are unexpected
and get noticed




What's noticed, sparks
conversation




What's talked about
drive sales


Media Comparison



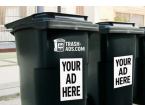
Google Ads – \$10+ per click, often from unqualified leads.



Billboards – Not interactive, many viewers are just passing through and live outside your service area.



Yard Signs – Require permission, constant placement, and are frequently removed.



Trash Ads – Achieves more repeat impressions on qualified prospects.

Cost per qCPM

Trash Ads	\$4-\$12
Outdoor	\$5-\$36
Online	\$10-\$63
Radio	\$13-\$75
Magazines	\$16-\$52
Direct Mail	\$22-\$53
Newspapers	\$41-\$78
Television	\$50-\$320

Trash Ads focuses on qCPM or qualified impressions, because not all impressions are equal.