



## **NOW YOU CAN MAKE MONEY BY SITTING IN TRAFFIC: CARVERTISING.COM TO LAUNCH MARCH 1, 2000**

CONTACT: MARK PLIHCIK ([PRWEB](http://www.prweb.com)) January 5, 2000 -1721 mplihcik@carvertising.com

MESA, ARIZONA—JMP Ventures announced today the launch of a new advertising "vehicle" which will allow drivers in the Phoenix metropolitan area to earn money by advertising products and services on the backs of their vehicles. The service is supported by a website at <http://www.carvertising.com>, where drivers can register to participate in the program and companies can receive advertising rate and availability information.

The Carvertising concept, based upon the ideas of taxi cab advertisements and car dealer logo placements, allows vehicle owners to earn up to \$1,000 per month or more depending on the number of commuting miles driven per month. Advertisers, called Carvertisers, pay a fee to have their product, service, logo, brand, or website address placed on the back of one or more vehicles whose owners have registered to participate in the program. The fee is split between the vehicle owner and Carvertising.com, who takes out operating overhead, agency commissions, and other expenses from their half of the fee.

"Advertising on the backs of cars has been happening for years," said Mark Plihcik, president of JMP Ventures. "Car dealers figured out years ago that they could get free advertising by slapping their name and logo on the back of every new car that drove off their lots. But the only one benefiting from that was the car dealer. We've developed a model where drivers can rent the space on the backs of their vehicles to advertisers who want to get their message across to commuters," he said.

A recent study by Texas A&M University showed that the average American commuter spends 32 hours each year stuck in rush hour traffic. Drivers in the worst traffic city in the nation—Los Angeles—spend more than 80 hours a year stuck in traffic. "This is very valuable time from an advertiser's perspective," Plihcik said. "Look, they're already spending big dollars on morning and afternoon drive radio spots to get consumer's attention. But that's mostly noise that goes over their heads. But if you reinforce the message with a name or a website on the back of the vehicle in front of the consumer, you've created mindshare."

Although traffic in Phoenix has not reached the congestion level of other major cities like Los Angeles, New York, and Boston, Plihcik says it's approaching those levels. "I've driven rush hour traffic in all of those cities," he says, "and we've got some pretty nasty stuff here in the Valley. Have you ever driven US 60 at rush hour?"

Carvertising.com is betting that consumers, attracted to the idea of making money while sitting in traffic, will register their vehicles in droves, while advertisers will see an opportunity to reinforce the message they're putting out in broadcast and outdoor media, Plihcik says. "We've got a concept here which is really win-win," noted Plihcik. "The consumer is earning money for the valuable advertising space on their vehicles, while the advertiser gets access to a previously difficult to harness medium. The Internet has allowed us to act as a trusted agent, connecting advertisers with a medium in a way that has never before been done."

The program will begin running ads on vehicles in the Phoenix Metropolitan area on March 1, 2000. Plihcik indicated that the program will be expanded to other major U.S. metropolitan areas later in the year. Expansion



is planned for Atlanta, Boston, Chicago, Denver, Houston, Los Angeles, Seattle, Washington D.C., Baltimore, New York/New Jersey/Connecticut, Philadelphia, Orlando, Miami, Dallas-Fort Worth, and San Francisco/Silicon Valley. Interested vehicle owners or potential advertisers may learn more by visiting the Carvertising web site at <http://www.carvertising.com>. Registered vehicle owners must be at least 18 years of age, possess a valid driver's license, and registering at the website does not obligate a vehicle owner to run ads after launch.



**Contact Information**

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**Online Web 2.0 Version**

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