

BRIGHTPATH BILLBOARDS

ENTERPRISE MEDIA KIT

BE SEEN THE RIGHT WAY.

Mobile Digital Out of Home



One mobile media platform, planned around the market.

BrightPath Billboards provides driver-operated mobile LED advertising across the Coachella Valley, combining local campaign planning with documented deployment activity and clearer client reporting.

CURRENT INVENTORY

One deployable mobile LED advertising vehicle

OPERATING APPROACH

Planned deployment around campaign objectives, place and timing

REPORTING

Campaign records organized through BrightPathIQ



A physical media product built for movement.



INVENTORY

One deployable vehicle

DISPLAY

**LED surfaces on both
sides and rear**

OPERATION

**Driver-operated mobile
deployment**

Final production specifications are confirmed during campaign planning so creative and deployment requirements reflect the agreed campaign.

Context comes before reach.



Street-level deployment in a commercial environment.

Commercial corridors

Visible commercial activity.

Event proximity

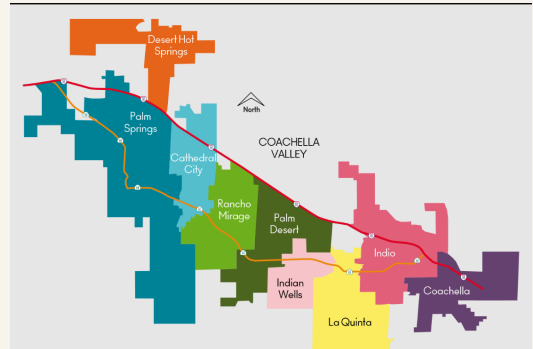
Concentrated movement.

Hospitality

Resort and visitor environments.

Retail + dining

Street-level consumer context.



CAMPAIGN PLANNING AREAS

Markets evaluated during campaign planning.

TRANSIT / ROUTE CONNECTION

Cathedral City · Rancho Mirage

Regional route context—not targeted BrightPath advertising markets.

Plan for the environment people are moving through.

BrightPath plans around observable market context rather than inventing demographic precision. Audience relevance begins with where, when and why movement occurs.

Hospitality / tourism

Visitor-serving environments, hotels and resorts.

Commercial / retail

Shopping, dining and commercial movement.

Events

Movement around scheduled destinations.

Commuter activity

Recurring corridor movement.

Seasonal movement

Timing adjusted to regional activity.

01

Audience

02

Place

03

Time

04

Frequency

RESPONSIBLE PLANNING PRINCIPLE

Geography provides context. It does not, by itself, establish audience identity, verified reach or campaign effectiveness.

Document the work. Classify the evidence.

What BrightPath documents

GPS / route evidence

Recorded route activity and context.

Deployment windows

Recorded operating dates and time windows.

Route records + mileage

Assignment and distance where recorded.

Proof photography

Visible operating evidence.

Campaign records

Creative, assignment and report information.

Measurement framework

Proven

Definition: Directly recorded operational information.

Source: BrightPath campaign records.

Limitation: Not independent audience exposure or creative proof-of-play.

Estimated

Definition: Modeled or third-party-supported audience information.

Source: Identified external data and disclosed methodology.

Limitation: Not verified reach or a person-level count.

Pilot / Study

Definition: Advanced effectiveness work requiring an agreed study design.

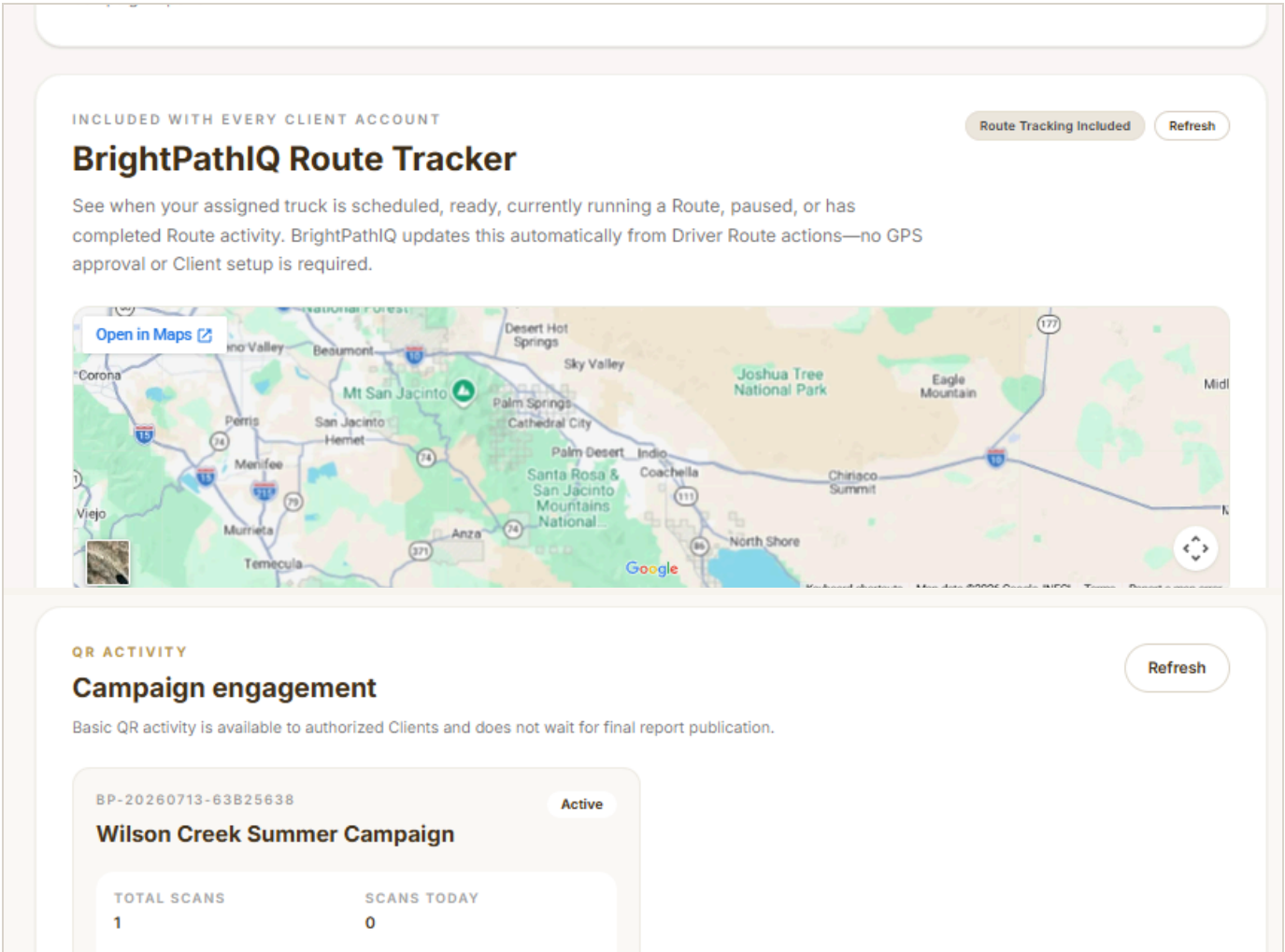
Source: Campaign-specific methodology and qualified data partners.

Limitation: Not standard current measurement.

ROUTE EVIDENCE DOCUMENTS EXECUTION. IT DOES NOT AUTOMATICALLY PROVE CREATIVE PLAYBACK OR AUDIENCE EXPOSURE.

Campaign activity, organized for clearer reporting.

A demonstration client view showing route activity, campaign organization, CTA engagement where enabled, and reporting access.



BrightPathIQ demonstration environment. Information shown is illustrative and does not represent verified client campaign performance.

WHAT
BRIGHTPATHIQ
ORGANIZES

Campaign	Route	Proof	Report	CTA activity Where enabled.
----------	-------	-------	--------	--------------------------------

BrightPathIQ supports organization and reporting. It does not convert GPS activity into proof-of-play or independent measurement.

Structure deployment around the campaign objective.



Event environment. Display creative does not establish location or targeting.

Event + Destination

Events, entertainment, hospitality and destinations.

Mobile Visibility

Recurring presence for commercial and brand awareness.

Brand Activations

Launches, sampling, experiential or community activity.

Private + Exclusive Deployment

Dedicated use and defined separation where agreed.

Practical guidance from brief to report.

Confirmed submission process

Objectives, timing and available creative are reviewed during planning.

Recommended creative practices

Strong contrast, concise messaging, street-level legibility and simple calls to action.

Final production specifications

Screen-ready specifications are provided during campaign planning.

CAMPAIGN PROCESS

01	02	03	04	05	06
Objective	Planning	Creative	Deployment	Verification	Reporting

Define the objective, plan the deployment, prepare creative, execute, document and report.

Real operating environments.



Commercial corridor



Traffic environment · Event environment



Photography documents the BrightPath vehicle operating in real street-level and event environments. Captions describe only what is observable.

External visibility. Clear buying structures.

FEATURED ON NBC PALM SPRINGS

Mobile LED Advertising in Palm Springs | BrightPath Billboards on Local News

Editorial coverage. This reference does not imply endorsement, partnership or measurement verification.

[Watch the NBC Palm Springs feature ↗](#)

STRUCTURE	HOW IT WORKS	BEST SUITED FOR	CORE VALUE
Shared	Advertisers rotate in a scheduled shared deployment. Daily, recurring, multi-day or subscription arrangements may be offered.	Recurring visibility without dedicated use.	Cost-efficient scheduled visibility.
Private	One advertiser occupies the rotation during the agreed window. No competing advertiser rotation runs during that deployment.	Launches, events and high-focus campaigns.	Dedicated advertiser presence.
Exclusive	A dedicated campaign with exclusivity defined by agreement—potentially by window, scope, geography and/or category.	Campaigns requiring defined separation.	Defined campaign exclusivity.

No public rate card is represented. Final terms reflect operating window, geography and routes, campaign conditions, and the written commercial definition.

A local media company built around accountable execution.

BRIGHTPATH BILLBOARDS

BrightPath Billboards is a Coachella Valley mobile digital out-of-home advertising company focused on mobile LED deployment, local market planning, campaign verification, and clearer client reporting.

FOUNDER

Marcus Tillman

BrightPath grew from Marcus Tillman's experience building and marketing service businesses, where he saw firsthand how difficult it can be for operators to earn meaningful visibility in their own market. That experience shaped a mobile media company built around movement, local knowledge, and clearer proof of campaign execution.

OPERATING STANDARD

PLAN CAREFULLY. EXECUTE PROFESSIONALLY. DOCUMENT THE WORK.

BRICK BY BRICK.

BrightPath Billboards

CONTACT IDENTITY

BrightPath Executive Team

Coachella Valley mobile digital out-of-home planning,
deployment and campaign reporting.

PHONE

(760) 385-8989

EMAIL

Brightpathbillboards@gmail.com

WEBSITE

bpmobilebillboards.com

OPERATING MARKET

Coachella Valley, California

BE SEEN THE RIGHT WAY.

BrightPath Billboards · Enterprise Media Kit