



In The News

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Author – Elizabeth Woyke



PORT-O-PROMOTION

Space Age Marketing meets port-o-potties with Micro Target Media's **new ads, which wrap around (and appear inside) portable restrooms**. This summer the ads popped up at events such as the Indy 500 and Major League Baseball's All-Star Game. Up next: Munich's Oktoberfest. Toronto's MTM may be the first to use radio frequency identification (RFID) and GPS to pinpoint portable restrooms in strategic locations—at a construction site near a new McDonald's outlet, for instance. MTM will also begin counting port-o-potty ad views in real time, using infrared beams and mechanical counters on the restrooms' doors. The company says it is positioned to put ads on about 500,000 portable restrooms worldwide.

About Micro Target Media - Micro Target Media is an innovative out-of-home media and technology company that provides strategically positioned, high-visibility advertising globally. Micro Target Media uses state-of-the-art technology and high quality graphics to transform portable restrooms and other non-traditional media into Micro Target Media Advertising Structures (MTM•AdS). For more information about Micro Target Media, visit us online at www.microtargetmedia.com.