

THE WAVE

M A G A Z I N E

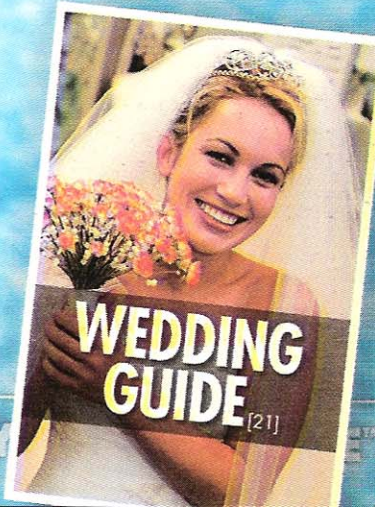


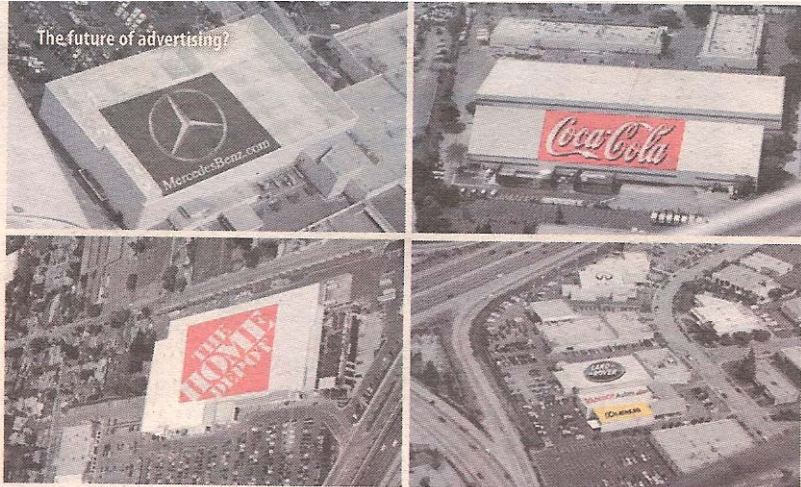
Weekend Getaways

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INTERVIEWS:
MIC OCASEK [98]
BEYONCÉ KNOWLES [76]
VIRGINIA MADSEN [78]

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VIEW FROM THE TOP

Your rooftop could be the next advertising hot spot. It seems that more than a few companies have already picked up on the idea, painting large, highly visible ads and logos on their roofs in the hope that they'll appear prominently on searches using Google Maps.

The unique marketing campaign has already been in place for years on the roofs of businesses that line popular airline flight paths. That's how Woodside-based roof painting company RoofAds (www.roofads.com) came about, says Jay Saber, owner of the company. RoofAds leases rooftops along flight paths and near airports, and has painted logos on about a dozen rooftops since the company opened last year.

Saber says he hasn't heard of companies wanting to put their logos on rooftops specifically because of Google Earth or Google Maps. "How would it benefit an advertiser unless you can see it in the air?" Saber asks. After the mechanics of Google Maps were explained to him by *The Wave*, Saber said he was open to the possibility, and that the approach could open up "a new avenue for my services."

Saber's well prepared if the demand for rooftop advertising grows. He's in talks with Rust-Oleum to bring glow-in-the-dark logos to rooftops. No word on whether or not Google Maps will add a night-view feature. **TW**