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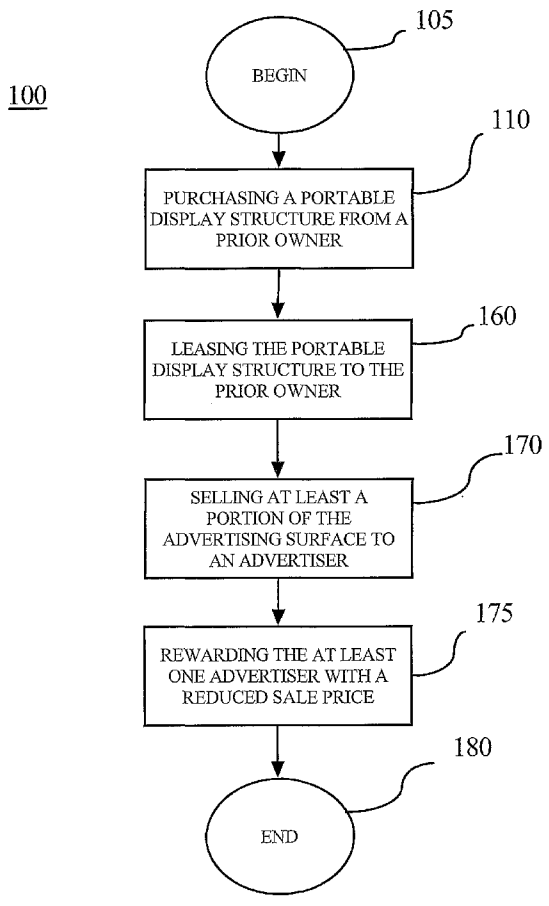
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(54) Title: STORAGE CONTAINER ADVERTISING METHOD



(57) Abstract: A method of generating advertising revenue includes purchasing from a prior owner a portable display structure having at least one advertising surface for displaying at least one advertisement, leasing the portable display structure to the prior owner, and selling at least a portion of the advertising surface to at least one advertiser thereby providing the at least one advertiser with an advertising medium. The at least one advertiser can include a prior owner and a third party. The portable display structure can be a transportation vehicle for transporting goods or passenger.

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