



# WHY SHOULD I WRAP MY VEHICLES?

## \$ FOR \$

VEHICLE GRAPHICS DELIVER THE MOST EFFECTIVE COST-PER-IMPRESSION COMPARED TO ANY OTHER FORM OF ADVERTISING: AS LOW AS

# 15¢

PER 1000 IMPRESSIONS

A STUDY BY THE LARGEST U.S. AD AGENCY FOR THE LEISURE AND TRAVEL INDUSTRY DETERMINED THAT:

# 96%

OF RESPONDENTS NOTICED PICTURES DISPLAYED ON TRUCKS



OF RESPONDENTS STATED VEHICLE GRAPHICS HAD MUCH MORE IMPACT THAN BILLBOARDS

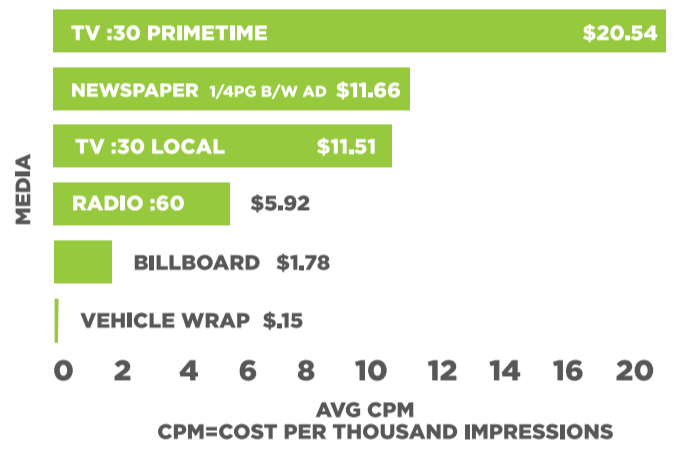


# 88%

OF RESPONDENTS STATED VEHICLE GRAPHICS CREATED A POSITIVE IMAGE FOR THE COMPANY



### YAY! CHARTS!



### IMPRESSIVE

# 14 MILLION ANNUAL IMPRESSIONS

EVEN MORE WITH REFLECTIVE GRAPHICS

## 9 OUT OF 10 MARKETERS WILL SHARE THIS

(OK, WE MADE THIS ONE UP, BUT PLEASE SHARE!)



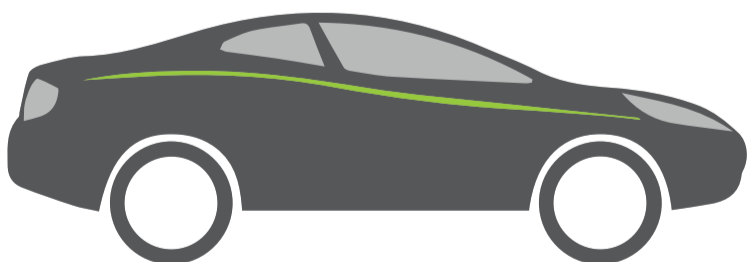
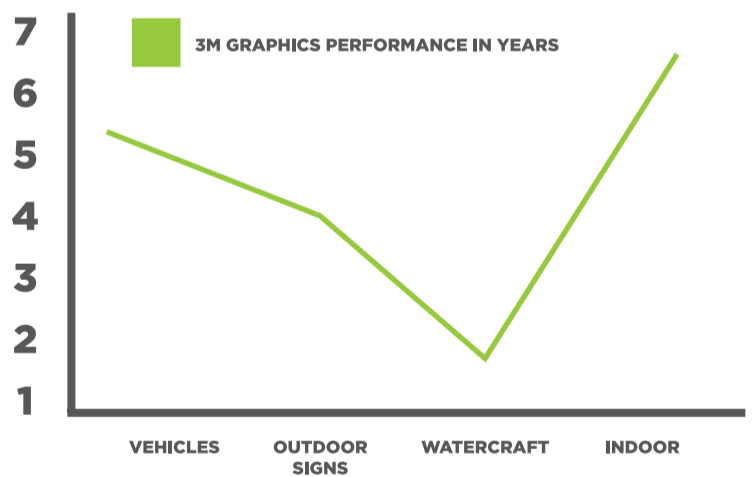
## PROTECT YOUR VEHICLES' PAINT JOB

### ALL DAY EVERY DAY



## SMTWTFS 30-70K IMPRESSIONS PER DAY 24/7

### GRAPHS TOO!



## MOBILE MARKETING THAT TRAVELS WITH YOU

TURN YOUR VEHICLE INTO A MOBILE BILLBOARD. BRANDING THAT CAN'T BE TURNED OFF, CHANNEL CHANGED, VOLUME TURNED DOWN, OR PAGE FLIPPED

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