

Effective Marketing With Vehicle Graphics

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Advertising is usually the major expenditure within your company's marketing budget. Whether it is television, radio, newspaper or flyer ads, almost every company regardless of size, will invest in some aspect of advertising. So ask yourself, how effective is your strategy?

One of the best ways to show off your brand, service and product is to show people what you do as you drive to the jobsite, appointment, home, church or store. Vehicle wraps are THE way to go in today's economy. It's different. It draws attention to your business. It is cost effective. These full color graphics are printed onto removable vinyl and applied to vehicles. Wrap advertising or vehicle graphics, can be either partially or completely covering your vehicle. It instantly turns your vehicle into your company's mobile billboard.

Wraps are popular because they take the message directly to the streets. They allow you to target specific demographics in the key areas you do business in. And they are very effective. Here are the facts.

- More than 95% of Americans are reached by advertising that targets vehicle drivers and passengers.
- The average American has traveled 302 miles in the past 7 days.
- One vehicle wrap can generate between 30,000 - 70,000 impressions daily.
- A recent Federal Highway Administration (FHA) study forecasts a sharp increase in the amount of time spent in personal vehicles and the increased number of trips per household.
- Fleet vehicle advertising boosts name recognition 15 times faster than any other form of advertising.
- Thirty % of drivers and passengers indicate they would consider a buying decision on the ads they see.
- Eight out of 10 Americans report they have walked in a town, city or downtown area, an average 6.1 miles in the past seven days. This pedestrian traffic represents a significant reach opportunity or advertisers.

Advertising Statistics*:

Prime time TV spot.....	\$20.54
Newspaper (1/4 page BW).....	\$11.66
Prime time network TV.....	\$11.31
Radio (:60 morning drive slot).....	\$5.92
Rotary bulletins (posters).....	\$3.90
Rotary bulletins (billboards).....	\$1.78
Vehicle Wrap.....	\$1.02




*Cost per Thousand (CPM) Source:

Trucking Association & Outdoor Advertising Association of America.

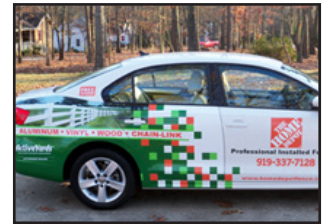
When evaluating the best ways to spend your advertising budget, remember to include vehicle graphics. Not only is it an affordable form of advertising, it allows you to make instant contacts everywhere you go.

Drive as you sell. Sell as you drive. How simple is that?

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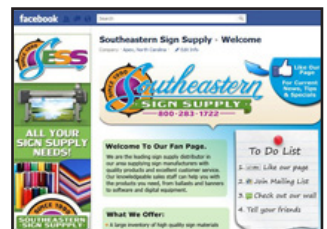
New Projects



Harrison Fence Company
Partial vehicle wrap



The Pressure's On
Logo design, truck & trailer graphics



Southeastern Sign Supply
Facebook welcome page, profile banner & e-newsletter

Samples & more information available on our website.