

# BusBank

The easy way to charter a bus®  
Anywhere in North America

PRESENTS..

## BUS WRAPS

### AND HOW THEY CAN STRENGTHEN YOUR BRAND

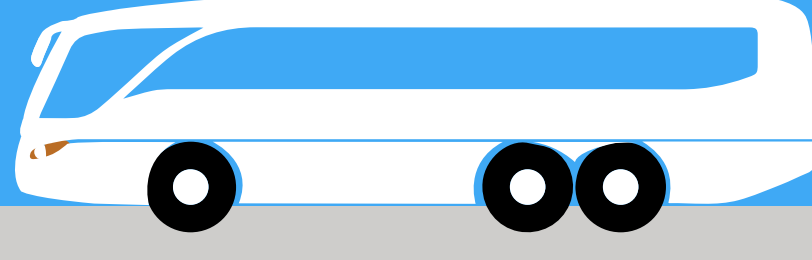
MORE THAN EVER IT'S IMPORTANT FOR COMPANIES TO MAINTAIN A PRESENCE IN FRONT OF CONSUMERS.

WE PUT TOGETHER A SIMPLE INFOGRAPHIC ON HOW BUS WRAPS AND OTHER FORMS OF VEHICLE ADVERTISING CAN INCREASE YOUR COMPANY'S BRAND EXPOSURE IN THE EVER-CHANGING MARKET.

## DID YOU KNOW...

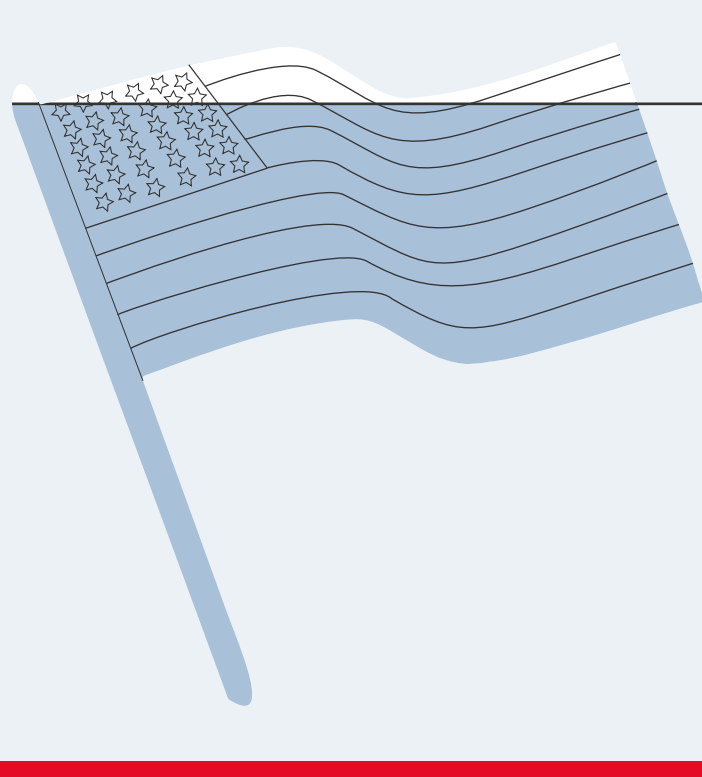
A BUS WRAP IS A DIGITALLY PRINTED OUTDOOR BILLBOARD THAT IS PROFESSIONALLY DESIGNED AND WRAPPED OVER THE EXTERIOR OF THE BUS.

THIS TYPE OF ADVERTISEMENT CAN ENCOMPASS THE ENTIRE VEHICLE OR A PORTION OF IT.



# 96%

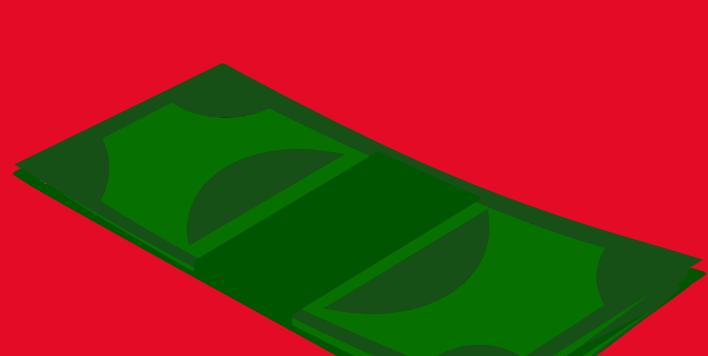
AMERICANS REMEMBER ADVERTISEMENT DISPLAYED ON BUSES.



# 95%

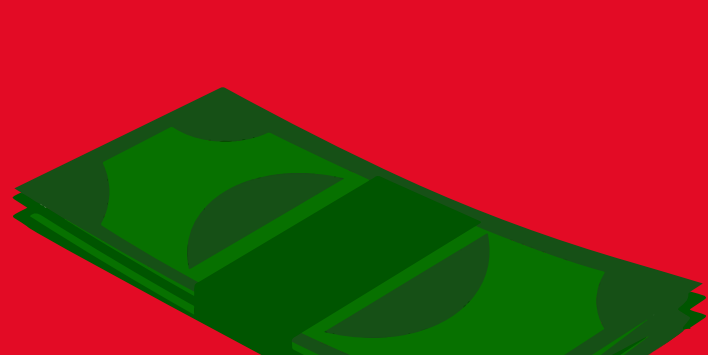
AMERICAN BUS WRAP OWNERS GET AT LEAST THREE YEARS OUT OF THEIR WRAP.

SINCE BUS ADVERTISING IS THE MOST OF EFFECTIVE FORM OF OUTDOOR ADVERTISEMENT, IT HAS THE LOWEST COST-PER-IMPRESSION IN COMPARISON TO OTHER FORMS OF OUTDOOR ADVERTISEMENT.



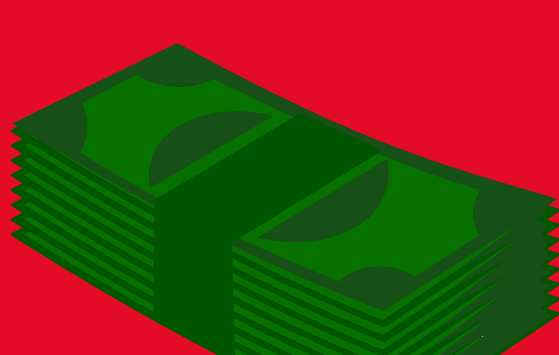
### BUS WRAPS

\$1.30 CPM



### 60-SECOND RADIO ADS

\$2.18 CPM



### BILLBOARD ADS

\$8.61 CPM

To answer more questions about Bus Wraps, contact [sales@busbank.com](mailto:sales@busbank.com) or check out our website at [www.Busbank.com](http://www.Busbank.com) for more information.

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### SOURCE

*OUTDOOR ADVERTISING IS MORE THAN JUST BILLBOARDS*  
[WWW.PRINTINGNEWS.COM/ARTICLE/10166813/OUTDOOR-ADVERTISING-IS-MORE-THAN-BILLBOARDS](http://WWW.PRINTINGNEWS.COM/ARTICLE/10166813/OUTDOOR-ADVERTISING-IS-MORE-THAN-BILLBOARDS)

*EFFICACY OF VEHICLE WRAPS*  
[WWW.CARWRAPS.COM/BLOG/EFFICACY-OF-VEHICLE-WRAPS/](http://WWW.CARWRAPS.COM/BLOG/EFFICACY-OF-VEHICLE-WRAPS/)

*VEHICLE WRAPS REV UP SMALL BUSINESS MARKETING*  
[WWW.MARKETINGTANGO.COM/HOW-VEHICLE-WRAPS-REV-UP-SMALL-BUSINESS-MARKETING/](http://WWW.MARKETINGTANGO.COM/HOW-VEHICLE-WRAPS-REV-UP-SMALL-BUSINESS-MARKETING/)

*ARE VEHICLE WRAPS A GOOD INVESTMENT FOR YOUR SMALL BUSINESS?*  
[WWW.QUICKBOOKS.INTUIT.COM/R/LOCAL-MARKETING/ARE-VEHICLE-WRAPS-A-GOOD-INVESTMENT-FOR-YOUR-SMALL-BUSINESS/](http://WWW.QUICKBOOKS.INTUIT.COM/R/LOCAL-MARKETING/ARE-VEHICLE-WRAPS-A-GOOD-INVESTMENT-FOR-YOUR-SMALL-BUSINESS/)

*WHY SHOULD I WRAP MY VEHICLES?*  
[WWW.FETCHGRAPHICS.COM/WP-CONTENT/UPLOADS/2015/03/WHY-VEHICLE-GRAPHICS-INFOGRAPHIC.PDF](http://WWW.FETCHGRAPHICS.COM/WP-CONTENT/UPLOADS/2015/03/WHY-VEHICLE-GRAPHICS-INFOGRAPHIC.PDF)