



VMS
VISUAL MARKING SYSTEMS
 VEHICLE WRAPS & GRAPHICS

GETTING A RETURN ON YOUR VEHICLE WRAPS

Allow Your Advertising to Reach a Mass Audience*

10 MILLION

impressions annually per unit for a typical trailer.

14 MILLION

impressions annually for trailers with reflective graphics.

16 MILLION

impressions annually for local delivery vans.

"Fleet graphics give 101 impressions per mile traveled."



Average Cost for Advertising**

\$0.77 VEHICLE WRAPS



\$2.18

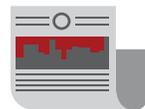
Average Cost of All Forms of Billboard Ads

60 Second Drive Time Ad on Top 100 Radio Markets \$8.61



\$9.35 Full Page Color Ad in 23 Top Magazines

30 Second Prime Time Ad on Top 100 TV Markets \$17.78



\$22.95 1/3 Page Black and White Ad in Top 100 Newspaper Markets

"A vehicle wrap printed using high quality materials and installed professionally will last 3-5 years."



Fast Facts***

91% of people surveyed said that they do notice words and pictures on fleet vehicles.

97% of respondents remembered the ad displayed on trucks.

29% said they would base a buying decision on these impressions.

98% of people surveyed felt that the ad created a positive image for the advertiser.

96% of those surveyed said that fleet graphics had more impact than billboards.

*Results of study by the American Trucking Association **Average costs from the Outdoor Advertising Association of America ***Results of study by Robinson, Yesawich & Peppard Inc.