



# Vehicle Wraps

and graphics

Wraps

Graphics

Window  
Perfs

Decals



In today's ever changing advertising markets, companies must look toward their own vehicles for self promotion.

There has never been a more cost effective or better method to promote your company than your own vehicles. Wrapping your vehicles can maximize your advertising budget.

Unlike traditional forms of outdoor advertising, vehicle advertising goes to where the people are. Vehicle wraps demand attention and gets the message to the highest visibility areas and most densely trafficked areas of cities, towns, shopping malls, restaurants and highways.

GetTheWrap.com



Mobile Advertising... Wrap-N-Roll

1-888-750-WRAP

10004 Pulaski Hwy. Suite F, Baltimore, MD 21220 ☎ 410-574-3330

GetTheWrap.com ☎ Info@GetTheWrap.com

# Factual aspects that make vehicle advertising such an attractive option for your marketing strategy

## *Different Advertising Medium Statistics Based On A \$3,000 Investment*

Prime time TV spot ...\$20.54  
Yellow Pages (1/8 page) ... \$18.75  
Newspaper (1/4 page BW) ...\$11.66  
Prime time network TV ...\$11.31  
Radio (: 60 morning drive slot) ...\$5.92  
Stationary Billboard ...\$3.78  
**Vehicle Ads (VEHICLE WRAPS) ...\$0.70**

\*Cost per Thousand (CPM) Source: Trucking Association & Outdoor Advertising Association of America

### **Cost-benefit**

One of the many benefits that makes vehicle advertising so attractive is the actual cost involved to produce a wrap. With partial wraps and complete wraps, we have something for every business' budget. Vehicle advertising is by far the most cost effective way of exterior advertising.

### **Impressions**

According to the Transportation Advertising Council, vehicle advertising generates between 30,000 – 70,000 daily vehicular impressions.

### **Paint protection**

Vehicle wraps protect paintwork against sun damage, minor abrasions and small stone chips. The vinyl can also be removed after the promotion, or vehicle turnover, leaving the original paintwork in the same condition it was before it was covered.

### **Impact**

Unlike traditional forms of outdoor advertising, vehicle advertising goes to where the people are. Vehicle wraps demand attention and gets the message to the highest visibility areas and most densely trafficked areas of cities, towns, shopping malls, restaurants and highways.

### **A recent poll shows**

90% of travelers notice graphics on wrapped vehicles  
75% of consumers form impressions about a company based on the fleet graphics  
30% of consumers base buying decisions on impressions they receive from company vehicles.

***The numbers equate that we are a very visual society, driven by effective advertising and marketing. Vehicle advertising caters to all levels of business and projects the message like no other form of advertising can.***