



The Most Cost Effective Form of Advertising

Advertising Costs:

Yellow Pages: 1/8 page, full colour, 1 year = \$5,760 or \$480 a month

Newspaper: 1/8 page, full colour, 1 year = \$21,816 or \$1,818 a month

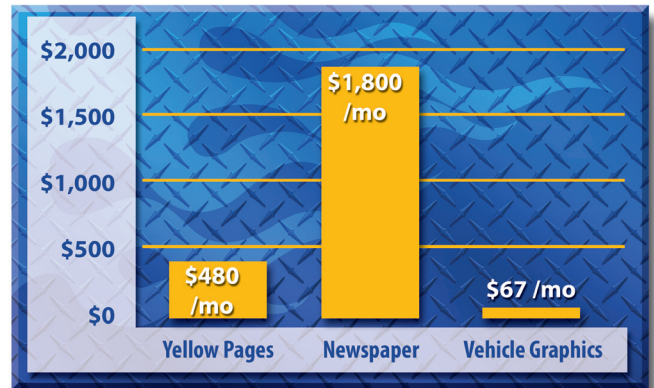
Vehicle Graphics:

Full colour, complete wrap on a 14' cube style truck = ****\$4,000.**

Ammortized over 12 months = **\$250/mo.** 60 months = ***\$67/mo.**

*Costs are based on current average vehicle lease lengths

**Cost is an average and does not include artwork setup or other charges



Benefits of Vehicle Graphics:

- Transforms your vehicle into a mobile billboard.
- Advertises your products, services, and business where you work, not where your affordability gets you ad space.
- Protects your vehicles finish which increases the resale value.
- Lowest cost to reach 1000 potential consumers (See graph to the right)
- Mobile advertising is viewed by 95% of those that drive by, and read by 85% of them - Almost 2 times more attention than other forms of static advertising.
- Mobile advertising is the most effective form available, boosting product and brand recognition **15 times greater** than other forms of advertising.
- An impressive 97% recall rate, virtually unheard of with most advertising mediums.

Advertising Method	Average Cost Per Thousand Impressions
VEHICLE GRAPHICS	\$0.18
BILLBOARDS	\$1.10
RADIO: 20sec	\$3.55
MAGAZINE AD 4 colour	\$5.96
TV: 30sec primetime spot	\$9.68
NEWSPAPER AD 1/2 page - B/W	\$10.89

Average Cost Per Thousand Impressions

All statistics acquired from Outdoor Advertising Association of America.

