



# Newsletter

August 1, 2011



## Signs Now Brookfield

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### Store Hours

Monday - Friday 8:30 a.m. - 5:00 p.m.

## Power of the Vehicle Wrap

Companies are increasingly discovering the power of the 'vehicle wrap'. Vehicle wraps are popular because of the amount of exposure during every day normal drive time. If you are interested in putting signage on your vehicle, here are some insights to think about:

- Adding graphics to your vehicle provides you with a moving billboard
- Vehicle graphics last 4 to 5 years on average
- People define a vehicle wrap in many different ways, the visual below can help you identify what you want



### Vehicle Graphics Options



**OPTION 1**  
Premium Vinyl - Doors Only



**OPTION 2**  
Premium Vinyl  
Doors & Back Only



**OPTION 3**  
Premium Vinyl on Sides



**OPTION 4**  
Premium Vinyl Lettering  
& Full Color Graphics



**OPTION 5**  
Half Wrap - Sides & Back



**OPTION 6**  
Full Wrap All Sides & Hood

## People Notice

### Here are some statistics:

- 91% of people surveyed notice vehicle graphics (American Trucking Association)
- Vehicle graphics can generate between 30,000 and 70,000 daily impressions (Traffic Audit Bureau for Media Measurement)
- A company would need to spend \$130,000 in advertising dollars to produce the same effects of a \$3,500 vehicle wrap (according to 3M)
- Multiple studies show vehicle graphics increase name recognition more than 15 times
- The cost per thousand impressions is estimated between \$0.36 and \$0.96 (based on the amount of daily impressions)

