

VEHICLE WRAPS BY

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REFLECTIVE MATERIAL



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WE WRAP IT ALL!

Automobiles and Boats
Commercial Vans and Trucks
Emergency Vehicles
Motorcycles and ATV's
Recreation Vehicles and Trailers
(Custom Graphic Design Available)

MORE BANG FOR YOUR BUCK!

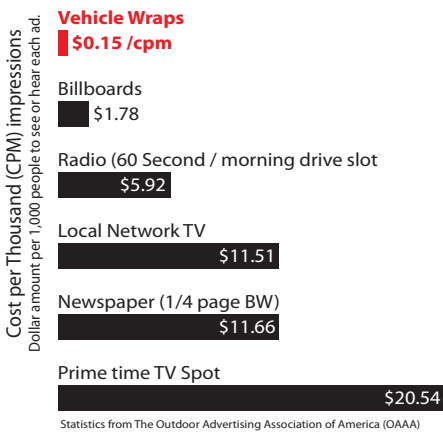
Non traditional vs traditional advertising... and the winner is? **VEHICLE WRAPS!**

Vehicle wraps and fleet graphics are cost effective and reach a huge audience. On average, a full vehicle wrap will cost between \$3000-\$5000 on most standard vehicles—cars, trucks, and vans. This one time expense should last from three to five years.

There are several studies that show the effectiveness of vehicle graphics over traditional forms of advertising.

- In an Outdoor Advertising Association of America (OAAA) survey, 96% of respondents said vehicle wraps method of mobile advertising is more effective than advertising through traditional methods.
- Traffic Audit Bureau for Media Measurement demonstrated that an average vehicle wrap can generate between 30,000 – 70,000 impressions daily.
- 3M showed that in order to generate the equivalent annual impression of a \$3,500 vehicle wrap a company would have to spend over \$130,000 on television ads.
- Ninety-one percent of the people surveyed by the American Trucking Association (ATA) reported that they do notice words and pictures on vehicles.
- Fleet vehicle advertising boosts name recognition 15 times greater than any other form of advertising.

As shown in the graph below, vehicle graphics and vehicle wraps generate the most affordable cost per 1000 impressions (CPM) when compared with all other forms of traditional advertising. Since vehicle wraps generate 30,000-70,000 impressions per day, that equals 11,000,000 impressions a year or \$0.15 cents per impression. The closest advertising solution to vehicle graphics is billboards at \$1.78/CPM—which is a monthly renewable cost of \$1,000-\$8,000



Regardless of your type of business, with a vehicle wrap you will be able to reach audiences of all ages, genders, background, income levels, and professions. More than 95 percent of all Americans are reached by media targeting vehicle drivers and passengers. Mobile advertising is also able to reach pedestrians as eight out of ten Americans report they have walked in a town, city or downtown area, on average 6.1 miles in the past seven days. This pedestrian traffic represents a significant reach opportunity for advertisers.

As a small business owner or manager you are already commuting to work in your own company or personal vehicle. Vehicle wraps and fleet graphics can effectively enhance your exposure to your clients.

When you or your employees are driving to meet clients, make deliveries, or stop at a jobsite, you are advertising. You will reach thousands of prospective clients' daily with a vehicle wrap. You will even reach people when you are stopping at the grocery store or at the restaurant for lunch. Studies have shown that vehicle wraps increase sales by approximately 107%.



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