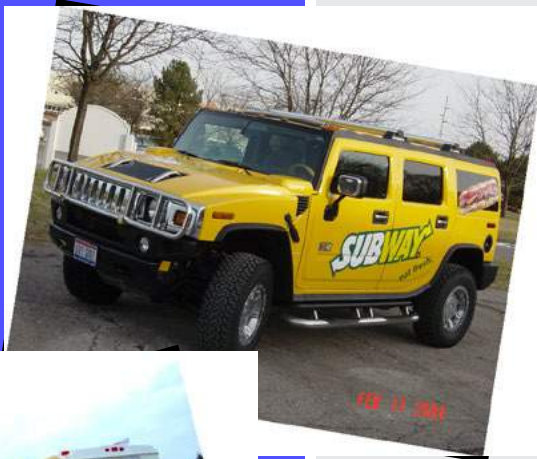


Vehicle Graphics



Vehicle Graphics

Benefits:

- Excellent "Mobile Billboard" advertising
- Most economical use of mobile "full color"
- Vehicle graphics enjoy 600 visual impressions per mile
- An unbelievable rate of \$.15 per 1,000 impressions

Description:

1. Basic Door lettering / graphics is typically custom manufactured high performance vinyl. These graphics are installed on the doors of a vehicle and are used for basic identification.
2. Van / Truck graphics are generally more involved graphics and incorporate larger visual areas, multiple colors, and creative use of vehicle surfaces. Sometimes these graphics utilize elements of full color, digitally printed graphics
3. Vehicle "wraps" are graphics that completely cover the vehicle. These packages bring the most impact and visibility to a vehicle and are most effective when used with a distinctive type of vehicle or trailer.

Budget Range:

1. Door Graphics: \$180 - \$290
2. Van/Truck Graphics: \$250 - \$900
3. Vehicle "Wraps": \$3,000 - \$4,800

(Important Note: These budget guidelines are the most general of industry pricing standards and are not intended to be representative of any particular sign manufacturer's quoting procedures. Please refer to these numbers in order to gauge your organization's overall ability to invest in a specific type of sign and whether the anticipated return is justified with your goals in mind.)