

Over 98% of Americans ride or drive each week with the average person spending 20 hours weekly on the road. This is a massive audience for your message!



Vehicle graphics are **POWERFUL** marketing tools:
FULL WRAPS
PARTIAL WRAPS
FLEET GRAPHICS
VEHICLE LETTERING
CUSTOM VEHICLES

Don't miss out on branding and marketing opportunities when your fleet is on the road.

Why ADCOLOR?



"ADCOLOR produces the graphics for our entire fleet and the first vehicle still looks as good as the most recent one. ADCOLOR has taken our fleet graphics to a new level"
All-Rite Pest Control

With 25 years in business, Adcolor is here to stay and we treat each vehicle like it is one of our own. Our decals and wraps are produced on the most advanced and colorfast large-format printing equipment available. With years of vehicle wraps behind us, Adcolor has honed in on the materials, whether it be Avery, 3M, Mactac or Oracal, that work best for each vehicle project. Plus, our graphic design staff are experts at creating or adapting visuals that translate into the 3D format of vehicle wraps. Adcolor's reputation for being the leading vehicle graphics producer in the area speaks to our growing commitment to this essential form of advertising.



Trustworthy



- ▶ **G7® Master Qualified Printer**
- ▶ **Avery Car Wrap Certification**
Every vehicle has its own challenges. With Avery training and Adcolor's experienced staff, the finished graphics look great for years.
- ▶ **5-Year Warranty on Graphics**
All vehicle graphics come with a full 5-year warranty against cracking and significant fade.



Experience



INCREASE BRAND RECOGNITION WITH

Vehicle Wraps

BY



Fleet and Vehicle Graphics Guide

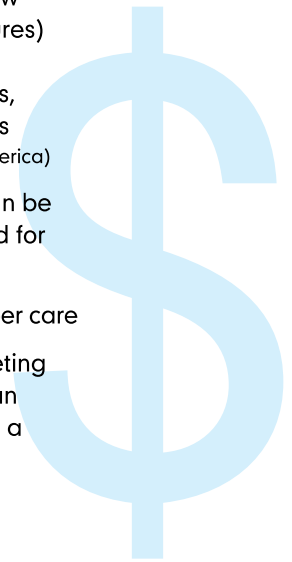
Why wrap

VALUE



Benefits

- ▶ Extremely cost effective—very low CPM (cost per thousand exposures) when compared to other media including television, newspapers, radio, magazines and billboards (Outdoor Advertising Association of America)
- ▶ Unique look— each package can be totally customized and designed for your advertising needs
- ▶ Durable – years of use with proper care
- ▶ Turns mileage driven into marketing opportunities—average American travellers spend nearly 20 hours a week on the road (2009 study by Arbitron, Inc.)
- ▶ Over 98% of Americans ride or drive each week creating a massive audience for your message (2009 study by Arbitron, Inc.)



UNBEATABLE VALUE

Media Asset-Value Comparison Compiled by 3M

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet graphics (average, annualized)**	\$0.48	\$30,000

* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.
 **Based on cost of test trucks.



- ▶ The average truck graphic is seen 10.1 million times a year (from a study by the American Trucking Association / 3M Company)
- ▶ New potential customers see your name every day
- ▶ Wraps are durable but can be changed easily
- ▶ One-time investment pays dividends for many years
- ▶ Creates immediate awareness and instant credibility

Turn MPG costs into revenue!

Marketing your company and/or products using vehicle graphics has emerged as one of the most powerful and most economical forms of media available. The CPM (cost per thousand exposures) for this form of advertising is much lower than traditional advertising like radio or TV. Adcolor offers comprehensive vehicle graphics solutions including design, production and expert installation.



“By using ADCOLOR to produce all our fleet graphics, we know that each one will be true to our brand and of the highest quality!”
Highbridge Springs

BRANDING