



# Wrap Info

Vehicle wraps are a great promotional tool that is guaranteed to get you and your business noticed! Eye-catching, powerful graphics are a cost-effective medium.

Vehicle wraps have the ability to generate thousands more advertising impressions a day than any other advertising medium out there. In a survey taken by 3M, 96% of respondents noticed the words and pictures displayed on wrapped vehicles. 98% said fleet graphics created a positive image for the company and 96% said that fleet graphics had more impact than billboards. Vehicle wraps and fleet graphics are an easy to maintain, highly effective marketing investment.

## Why you should consider wrapping your vehicle

- Wraps are highly noticed. Surveys consistently show that other drivers take notice of vehicle graphics between 80% and 90% of the time they are viewed.
- Comparable advertising with other traditional media (see Value section below) would cost upwards of \$10k to generate minimal impressions.
- Vehicle wraps work for your business 24 hours a day.

## The Value of Vehicle Wraps

The value of vehicle wraps can be calculated by taking the total payment of the graphics and dividing that by the minimum number of years this investment will last. Vehicle wraps can last a minimum of two years on your vehicle.

Example calculation:  $\frac{2000.00}{(2 \times 365)} = \text{approx. } \mathbf{\$2.75/\text{day}}$

Compare this investment to the three other main forms of advertising:

### Television Advertising

Average Monthly Investment: \$850.00/month  
Two Year Investment: \$20,400.00  
Daily Investment(Two Years): **\$27.95/Day**

### Radio Advertising

Average Monthly Investment: \$600.00/month  
Two Year Investment: \$14,400.00  
Daily Investment(Two Years): **\$19.73/Day**

### Newspaper Advertising

Average Monthly Investment: \$600.00/month  
Two Year Investment: \$14,400.00  
Daily Investment(Two Years): **\$19.73/Day**

- All prices are an average investment, results may vary from company to company.

- Radio and Newspaper advertising numbers are based on a very minimal advertising investment and in most cases the monthly investment is greater.

## Our Estimate Process

We calculate the price of your Vehicle Graphics to your particular proof. The estimate is split into three parts.

- 1) Design Time – 3 hours design time is given to every large design job. It roughly encompasses 5-8 emailed proofs between the client and the designer.
- 2) Installation Time – Based on previous wrap jobs of similar proportion.
- 3) Material – Per square footage of material needed to wrap the vehicle, plus the equivalent laminate.

\*\* It is important to keep in mind that these initial estimates are rough and can be altered once a design has been finalized and approved. The highlighted areas in the proof illustrate the approximate area included in each option of vehicle wrap. They can be altered and changed to better fit any budget.