

Vehicle Advertising Vs. Other Mediums

How does Vehicle Advertising compare to Other Mediums?

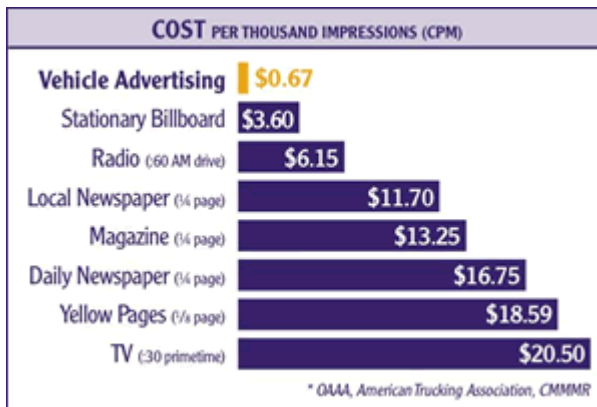
What does each Medium deliver with a \$3,000 Investment?

MEDIUM	# of IMPRESSIONS	LENGTH of VALUE
1. Vehicle Advertising	45 million people*	5 years
2. Newspaper (Daily)	2.5 million copies	8 days
3. Radio	1.4 million listeners	6 days
4. Cable TV	525,000 viewers	7 days
5. Newspaper (Local)	500,000 copies	10 weeks
6. Yellow Pages	420,000 books	1 year
7. Broadcast TV	260,000 viewers	1 week
8. Direct Mail (coupon pack)	120,000 homes	12 mailings
9. Direct Mail (postcard)	13,000 homes	1 mailing

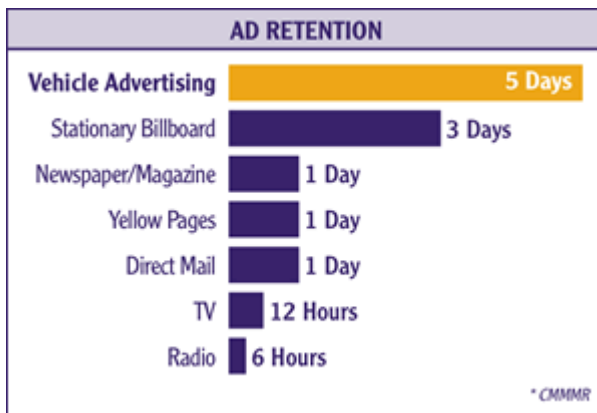
*Federal Highway Administration

IMPRESSIONS: The number of people potentially exposed to an advertising message.

How Cost-Effective is each Medium?



Will People Remember my Ad?



6 *You can't turn it off, turn the page, or click to the next website.*

With its eye-catching visual effect, Vehicle Advertising clearly communicates your message without the added distraction of competing TV and radio spots, direct mail pieces or print ads, all of which can be easily turned off or thrown out.

7 *Cut through the clutter of traditional advertising.*

The average American is exposed to an astonishing 700 advertising messages per day. In a society where consumers are overwhelmed by traditional advertising messages, the dramatic visual impact of Vehicle Advertising "cuts through the clutter" and effectively reaches our increasingly mobile, fragmented and distracted consumer population.

8 *Reach every demographic imaginable.*

Many people don't watch TV, listen to the radio, surf the web or open direct mail, but due to its versatile nature, every single demographic group is reached heavily with Vehicle Advertising. It reaches every ethnicity, gender, age group and income level, including those missed by other mediums.

9 *Vehicle Advertising reaches your TARGET MARKET any time you want, anywhere you want.*

We have to seek out traditional advertising by turning it on, picking it up at the newsstand or hitting the web. But we don't have to seek out Vehicle Advertising—it comes right to us every day while we drive to work, go shopping or run errands around town.

Don't hope your target market finds your message—take it straight to 'em with Vehicle Advertising.