

DARE TO COMPARE?

Vehicle advertising still remains the most inexpensive, most effective advertising BY FAR!!
We've done the research for you.

instasigns

DESIGN PRINT INSTALL

BEWARE... Your Graphics will make or break your advertising effectiveness; therefore, all graphics companies are not equal. Choose Wisely!

See how Vehicle Advertising compares to Other Mediums.

What does each Medium deliver with a \$3000 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?

COST PER THOUSAND IMPRESSIONS (CPM)	
Vehicle Advertising	\$0.67
Stationary Billboard	\$3.60
Radio (:60 AM drive)	\$6.15
Local Newspaper (1/4 page)	\$11.70
Magazine (1/4 page)	\$13.25
Daily Newspaper (1/8 page)	\$16.75
Yellow Pages (1/8 page)	\$18.59
TV (:30 primetime)	\$20.50

*QAAA, American Trucking Association, CMMMR



Will People Remember my Ad?

AD RETENTION	
Vehicle Advertising	5 Days
Stationary Billboard	3 Days
Newspaper/Magazine	1 Day
Yellow Pages	1 Day
Direct Mail	1 Day
TV	12 Hours
Radio	6 Hours



CMMMR