



# THE POWER OF FLEET GRAPHICS

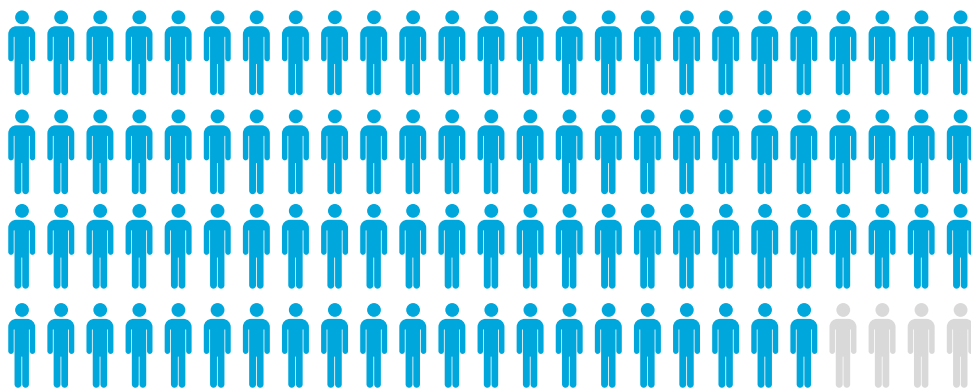


Studies show that **truckside advertising** is the most cost-effective & influential advertising media available

## EXPOSURE



Over two-thirds of travelers make purchasing decisions outside of their home



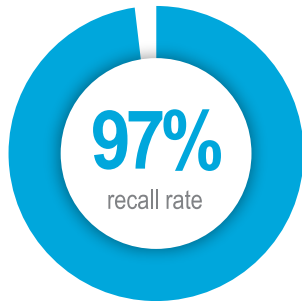
96 percent of adults exposed to outdoor media through vehicle travel each week

Americans spend 20 hours a week in their cars. More than 90% of those drivers notice advertising on trucks according to the American Trucking Association

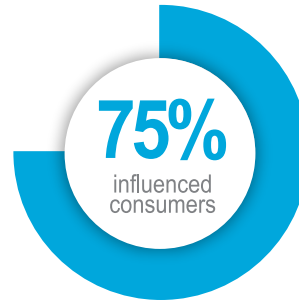
Source: Arbitron Out-of-Home Advertising Study 2013 edition



# THE POWER OF FLEET GRAPHICS



The Transportation Advertising Council found that messages on outdoor mobile truck ads have a 97% recall rate.



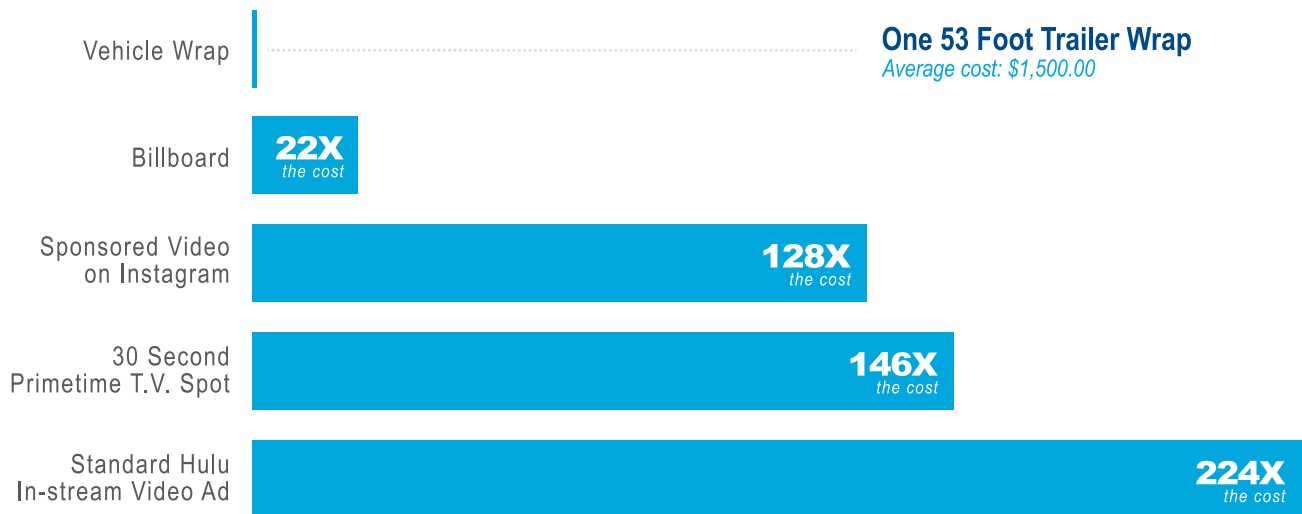
75% of consumers surveyed stated that truck advertisements influenced their buying patterns.

Source: Transportation Advertising Council Of America , Outdoor Advertising magazine, July 2002



**Truckside advertising** provides maximum ROI compared to any traditional advertising medium

## COST



Sources: American Trucking Association; Ad Age, April 6, 2015

Cost comparison of 16 million impressions per year using other media