

TRUCK LETTERING & GRAPHICS PRICING & OPTIONS



Sample Illustration & Layout shown for 2015 Chevy Express 12' Box Truck

Minimize fading with Solar Protection!



Maximum Protection

When the sun starts beating down on your Truck Lettering & Graphics, Which Level of **Solar Protection** Will You Need?



Get Clear, UV Protective Laminate to Improve the Fade-Resistance of Your New Truck Graphics!





Coverage Options

HIGH COVERAGE

Maximum Visibility & Brand Recognition







MEDIUM COVERAGE

Average Visibility







LOW COVERAGE

Lowest Visibility







Coverage Options

HIGH Coverage

Maximum Visibility & Brand Recognition:

The best way for your Company or Brand to be seen and recognized. The hightest visibility insures your message is communicated effectively and professionally.



MEDIUM Coverage

Average Visibility

Our most popular branding package, this is a great value for those who are in need of mobile image branding as well as the most coverage for the price.



LOW Coverage

Lowest Visibility:

Ideal for small budgets this coverage option communicates your message or Brand with the smallest footprint.



Pricing Options for High Coverage

STANDARD Rated Up To 3 YEARS

PREMIUM Rated Up To 10 YEARS

ULTRA-PREMIUM Rated Up To 10 YEARS

REFLECTIVE Rated Up To 10 YEARS

\$1,092







Pricing Options for Medium Coverage

STANDARD Rated Up To 3 YEARS

PREMIUM Rated Up To 5 YEARS

ULTRA-PREMIUM Rated Up To 10 YEARS

REFLECTIVE Rated Up To 10 YEARS

\$429

\$546

\$655







Pricing Options for Low Coverage

STANDARD Rated Up To 3 YEARS

PREMIUM Rated Up To 5 YEARS

ULTRA-PREMIUM Rated Up To 10 YEARS

REFLECTIVE Rated Up To 10 YEARS

\$156

\$171

\$218





*Low Coverage does not include Rear graphic.

*All measurements are approximate and can vary depending on your vehicle and graphics

PRICING & COVERAGE OPTIONS



TOTAL COVERAGE			
	Right Side	Left Side	Back Side
High Coverage*	45" X 132"	45" X 132"	35" X 78"
Medium Coverage	28" X 82"	28" X 82"	22" X 50"
Low Coverage	25.5" X 58"	25.5" X 58"	N/A

^{*}Final Price will be dependent upon the level of coverage you select and grade of vinyl

COVERAGE SPECIFICATIONS

HIGH COVERAGE





SIDES

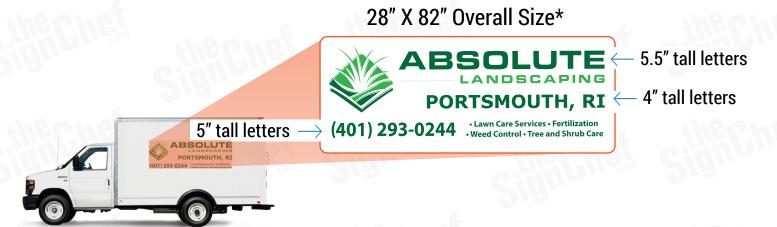
BACK



COVERAGE SPECIFICATIONS

MEDIUM COVERAGE





SIDES

BACK

22" X 50" Overall Size*





COVERAGE SPECIFICATIONS

LOW COVERAGE





SIDES

What makes the different grades of Vinyl, different?

STANDARD GRADE - Rated up to 3 years

- Standard Ink
- Standard Vinyl
- Standard Laminate
- Standard Grade Vinyl Package has the Lowest price point and is perfect for short term use.

PREMIUM GRADE - Rated up to 5 years

- Premium Ink
- Premium Vinyl
- Premium Laminate
- Premium Grade Vinyl Package features air-release technology for smoother and easier, bubble-free applications.

ULTRA-PREMIUM GRADE - Rated up to 10 years

- Ultra-Premium Ink
- Ultra-Premium Vinyl
- Ultra-Premium
 UV Protective Laminate
- Ultra-Premium Grade Vinyl Package features advanced air-release technology that yields professional quality results.

REFLECTIVE ULTRA-PREMIUM GRADE - Rated up to 10 years

- Ultra-Premium Ink
- Ultra-Premium Vinyl
- Ultra-Premium
 UV Protective Laminate
- Enhances night-time visibility, offers the same features as our Ultra-Premium Grade Vinyl.

Why Truck Graphics?



97%

Of People Remember Ads placed on vehicles versus just 20% for Billboards



80%

Increase in Visual Impression



30,000-70,000 DAILY

Vehicle Graphics have the ability to reach between 30,000 and 70,000 people Daily

\$.77 Cents
Per 1,000 Impressions



24/7 Advertising



29% Buy Based On Vehicle Ads

