

# TRUCK LETTERING & GRAPHICS PRICING & OPTIONS



### Minimize fading with Solar Protection!



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





UV Rating up to 3 YEARS

PREMIUM High Protection



UV Rating up to **5 YEARS** 

ULTRA-PREMIUM Maximum Protection



UV Rating up to

REFLECTIVE Maximum Protection



UV Rating up to 10 YEARS

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



Clear, 3M Brand, UV Protective Laminate

Seals and protects from the rain, sun and road grime.



# **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

\$1,001

\$1,274







# **Pricing Options for Medium Coverage**

STANDARD Rated Up To 3 YEARS

PREMIUM Rated Up To 10 YEARS

Wedium Coverage

\$598

\$657

\$837

\$1,004







# **Pricing Options for Low Coverage**







\*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*	54.5" X 160"	54.5" X 160"	37.5" X 84"
Medium Coverage	34" X 100"	34" X 100"	25" X 56"
Low Coverage	27" X 60"	27" X 60"	N/A

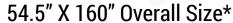
<sup>\*</sup>Final Price will be dependent upon the level of coverage you select and grade of vinyl

## **COVERAGE SPECIFICATIONS**

#### **HIGH COVERAGE**









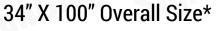
#### **SIDES**

#### **BACK**



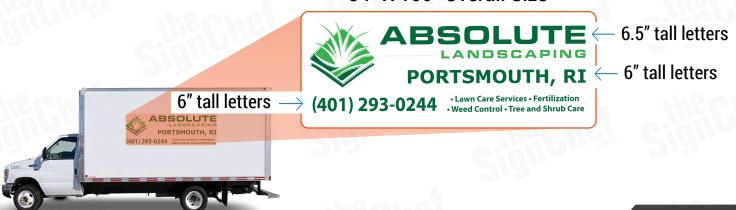
## **COVERAGE SPECIFICATIONS**

#### **MEDIUM COVERAGE**





#### 34" X 100" Overall Size\*



#### **SIDES**

#### **BACK**

25" X 56" Overall Size\*





## **COVERAGE SPECIFICATIONS**

#### **LOW COVERAGE**



• Weed Control • Tree and Shrub Care

ABSOLUTE

DOTSOUTH, RI

191727-2144 Commercial Residential

- steel Control the and Travid Care

Once Control the and Travid Care

Once Control the and Travid Care

#### 27" X 60" Overall Size\*



**SIDES** 

\*Low Coverage does not include Rear graphic.

# 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

