

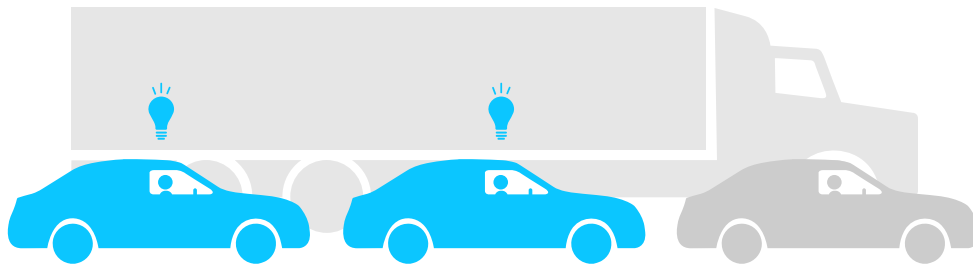


## THE POWER OF FLEET GRAPHICS

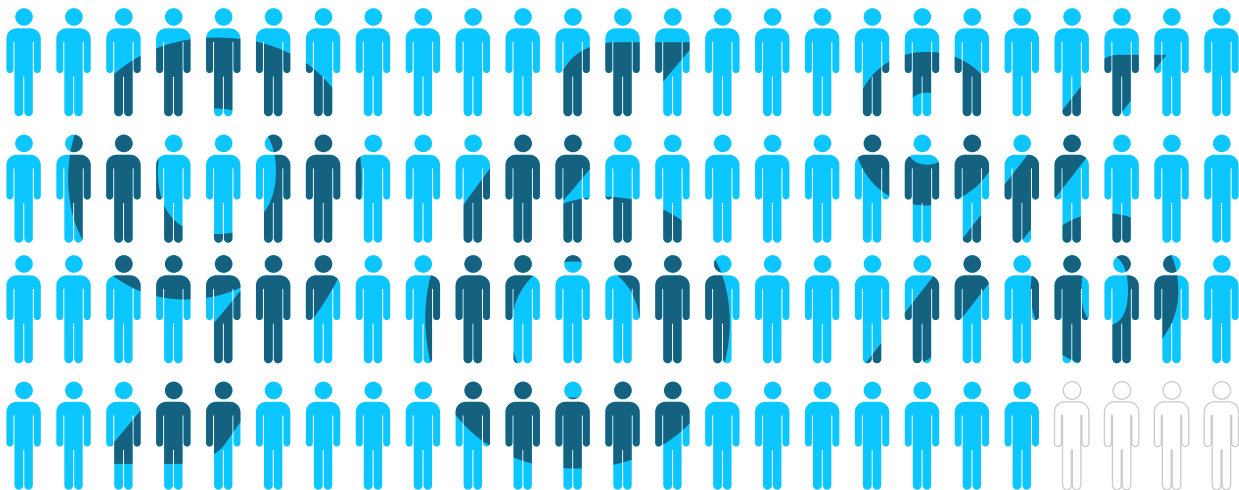
Studies show that **truckside advertising** is the most cost-effective and influential advertising media available.

### EXPOSURE

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



96 percent of adults that are exposed to outdoor media through vehicle travel **each week**.



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

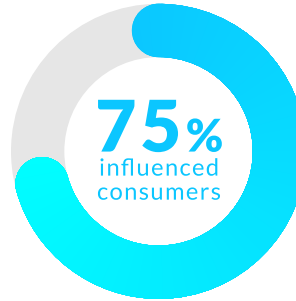
Americans spend **20 hours a week in their cars**. Better yet, more than **90%** of those drivers **notice advertising on trucks**, according to the American Trucking Association.



# THE POWER OF FLEET GRAPHICS



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

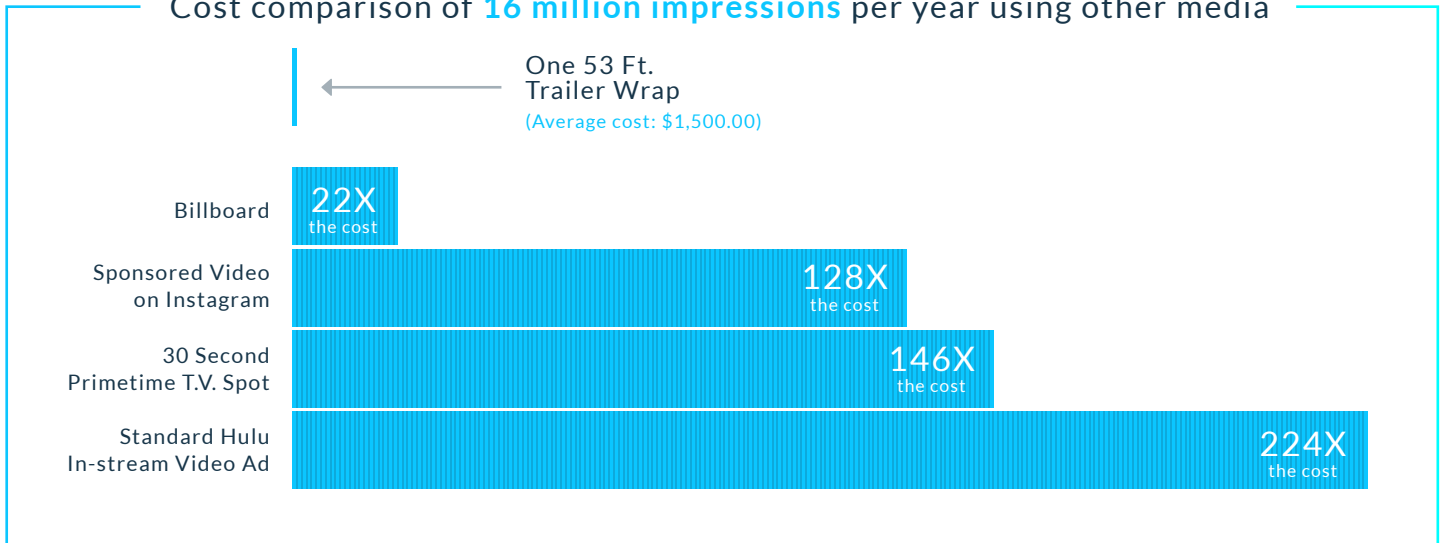


75% of consumers surveyed stated that truck advertisements influenced their buying patterns.

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

## COST

Cost comparison of **16 million impressions** per year using other media



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

Truck ads give the maximum return on investment of any traditional advertising medium.

Are you utilizing your fleet to its full potential?

**Your Brand in Motion™**

Call today 800-835-2365, or email [info@lowencg.com](mailto:info@lowencg.com).



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