





ADS ON WHEELS[®]

VEHICLE WRAPS & FLEET GRAPHICS

MEDIA KIT



THE COMPANY

COMPANY

Through key partnerships with material suppliers like 3M, our company is able to provide each of our clients with the most innovative, high-quality graphics and design services on the market today. We design, print and install nationwide and in Canada.



MISSION

It is our mission to engage our clients' branding utilizing the mobile advertising medium. We are proponents of the most effective and unique large format marketing strategies including vehicle wraps, fleet graphics, mobile billboards, and POC media. Our core competency is communicating effectively with our clients' industry. We dedicate ourselves to the delivery of high-quality products and services, unique solutions, competitive pricing and unparalleled customer service. We do this every day because our clients' success is our own.



EXPERIENCE

Bringing together over thirty years of experienced professionals, Ads On Wheels, Inc.® was formed to provide businesses with high-quality, cost effective mobile advertising solutions. We have pioneered the development and specialization of mobile advertising. Our design and production capabilities have allowed us to make bold strides expanding the boundaries of vehicle graphics and all forms of large format printing. We are dedicated to providing our clients with the most innovative large format graphics solutions. Since our inception, we have designed, printed, and installed virtually thousands of wraps. We know and understand the benefits of the outdoor advertising medium. We use our own vast expertise and the various partnerships we have made through our company's history to provide you with a pinnacle of design, printing, and nationwide installation, for your large format graphics projects.



THE PRODUCTS AND SERVICES

High impact graphics are a differentiator for your brand or product and give you the opportunity to share your business philosophy and message with consumers. Vehicle wraps and architectural graphics work because they combine the key elements of marketing, advertising and branding into one convenient and proven solution.

At Ads On Wheels, Inc. ®, we are more than just designers, more than just printers...we're experienced marketing professionals who believe that successful execution of any project comes with an understanding of your industry, timely execution, and the delivery of quality goods and services.

Whether it's through vehicle wraps, mobile billboards, fleet graphics, or architectural graphics, our goal has always been to drive our clients' brands further.

CUSTOM PROJECT PROCESSING

Our company caters to your fleet or franchise network needs by creating custom order landing pages specifically for your fleet or graphics design requirements. This assists in the efficiency and transparency of all orders that we process for our fleet and franchise clients.

INVENTORY KITTING

With several fleet projects requiring rapid execution we offer our clients kit inventory warehousing. This affords our clients to have their fleet graphics projects completed in an efficient manner.

WHAT PROJECT CAN WE COMPLETE FOR YOU?

Ads On Wheels, Inc. ® specializes in all types of vehicle wraps and graphics, including:

Car Wraps

Fleet Graphics

Architectural Graphics

Wall Murals

Barricade Graphics

Retail Graphics

Food Truck Wraps

Bus Wraps

Trailer Wraps

Boat Wraps

Train Wraps

Van Wraps

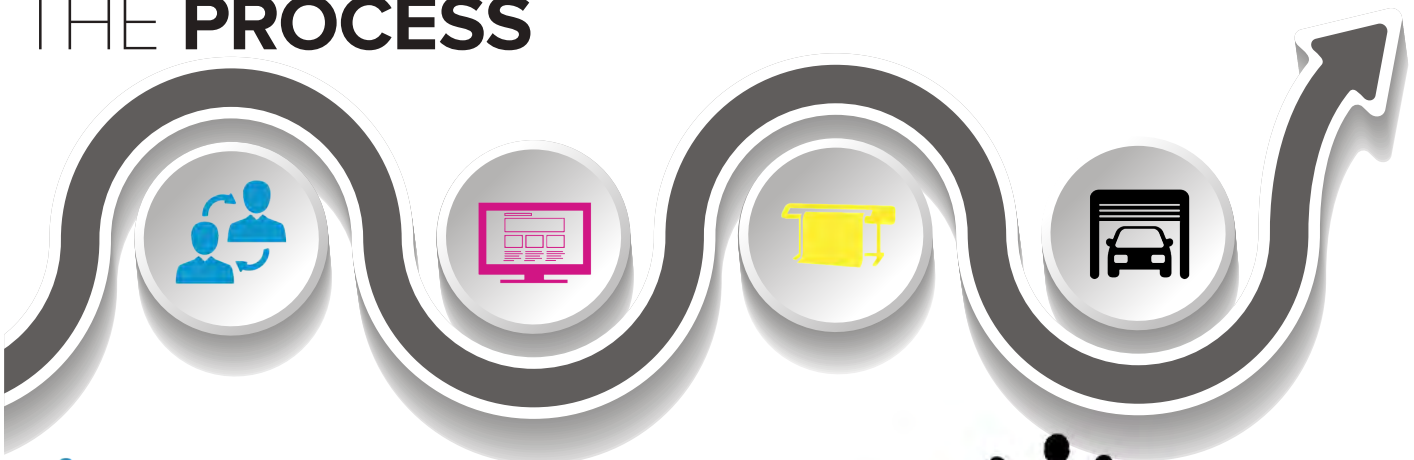
RV Wraps

Textile Wall Coverings



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THE PROCESS



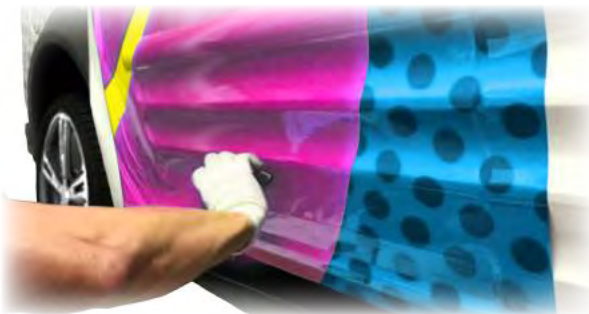
CONSULTATION Successful projects thrive in a collaborative communications process. Our professional staff utilizes years of experience with client branding and objectives to develop an innovative and effective solution for your company. From a single vehicle wrap to a nationwide fleet of vehicles, our staff will create solutions based on your budget and objective.



DESIGN Engaging design is what creates great brand appeal and tangible results. Our design team has effectively created thousands of designs that allow your message to break through the abundance of data in today's commercial environment. We work directly with you to understand your audience, your objectives, your competitors, and your market to create graphic content that promotes positive public engagement with your brand and tells your company story.



CREATION We employ the latest, eco-friendly HP latex printing technology, and the highest quality materials from 3M. We never sacrifice quality for any project. We produce your graphics on the latest HP latex technology with print resolutions up to 1200 DPI, providing precise PMS matching and 3M standards, to give your project the finest output.



INSTALLATION Professional installation is perhaps the most important aspect of your project. Without the experience and knowledge of a seasoned installer, great design and beautiful prints can be overshadowed. We will coordinate all aspects of your installation. We use our network of 3M certified installers in your local market to ensure the highest quality product and longevity of your graphics. With over 500 certified installers, we can install your project virtually anywhere.



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THE INSTALLATION & COVERAGE AREA

INSTALLATION: Nationwide – US & CA

From Anaheim, CA to Zebulon, NC, we offer installation services nationwide as well as in Canada. Over decades, we have completed over 10,000 installations throughout the United States and Canada. We have executed nationwide franchise vehicle wrap programs as well as national corporate fleet programs. Our network of professional, certified, graphics installers perform installation locally in every region of the country.



PROFESSIONAL and Certified Installers

Ads On Wheels, Inc.® employs only the best in the business when it comes to installation of your graphics projects. We utilize the most tested and experienced installers in the industry. Certifications of installers include 3M Commercial Graphics, PDAA, SGIA, UASG, and Avery Dennison. Delivering the highest quality product to our clients is our mission.

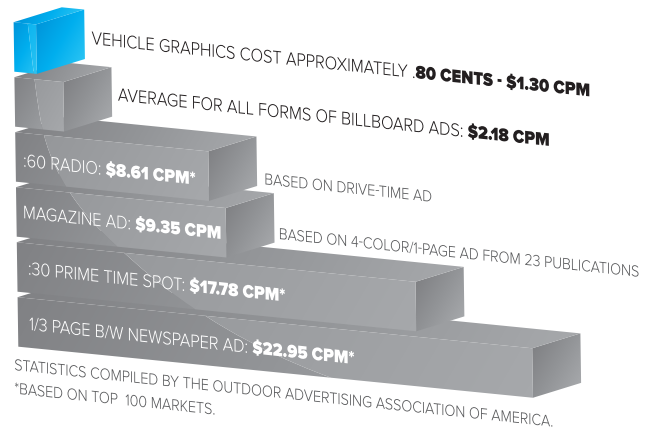
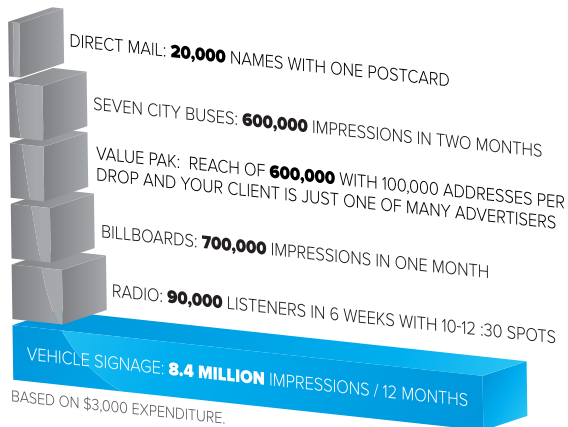


SHIPPING and Installation Logistics

We manage every aspect for your fleet or single vehicle graphics project from start to finish. We coordinate nationwide roll-out programs and local installation for each of our clients projects.



THE NUMBERS

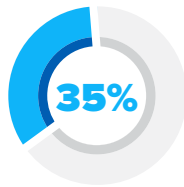


STUDIES SHOW AN AVERAGE VEHICLE WRAP CAN DELIVER **OVER 2,500 IMPRESSIONS PER DOLLAR SPENT ON THE GRAPHICS**

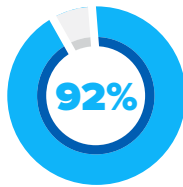
VEHICLE GRAPHICS REACH MORE CONSUMERS AT A LOWER CPM (COST PER THOUSAND IMPRESSIONS) **THAN ALL OTHER FORMS OF OUTDOOR ADVERTISING**



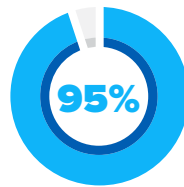
OF MOBILE OUTDOOR VIEWERS INDICATE THEY BASE BUYING DECISIONS ON ADS THEY SEE



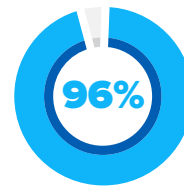
OF HEAVY COMMUTERS COME FROM HOUSEHOLDS EARNING \$75,000 A YEAR AND UP



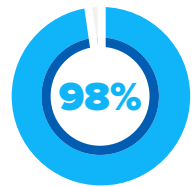
OF RESPONDENTS CLAIM TO ACTUALLY READ INFORMATION ON VEHICLE GRAPHICS



VEHICLE GRAPHICS CAN REACH AN ASTOUNDING 95% OF AMERICANS



BELIEVE VEHICLE WRAPS ARE MORE EFFECTIVE THAN BILLBOARDS



OF RESPONDENTS BELIEVE FLEET GRAPHICS CREATE A POSITIVE BRAND IMAGE



THE AVERAGE AMERICAN DRIVER SPENDS **20+ HOURS** PER WEEK IN-CAR

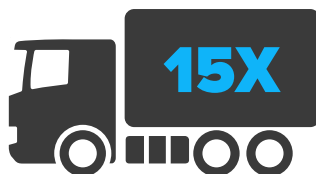


THE AVERAGE VEHICLE DRIVEN 15,000 MILES PER YEAR WILL PASS **9,000,000 VEHICLES**

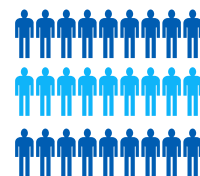


REACH HIGH VOLUME OF **PEDESTRIAN TRAFFIC** (PARKING LOTS, JOBSITES, ETC.)

VEHICLE GRAPHICS **BOOST NAME RECOGNITION** 15 TIMES GREATER THAN OTHER FORMS OF OUTDOOR ADVERTISING



BRANDS THAT APPEAR ON VEHICLE GRAPHICS ARE **15 TIMES MORE LIKELY TO BE RECALLED BY CONSUMERS**, COMPARED TO THOSE THAT RELY SOLELY ON TRADITIONAL OUTDOOR ADVERTISING



ONE VEHICLE WRAP CAN GENERATE BETWEEN **30,000 - 70,000** IMPRESSIONS DAILY



CLIENTS LOCAL – REGIONAL – NATIONAL



CLIENTS LOCAL – REGIONAL – NATIONAL



H&R BLOCK



"Through high impact graphics and branding, our goal has always been to drive our clients' brands further. We believe that successful execution of any project comes with an understanding of the industry, timely execution, and the delivery of quality goods and services."



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