

Mobile Media Advertising– Smart in Every Direction

Whether you operate a fleet of 2,000 trucks or rely on a single van to deliver your products and services, Maher Graphics can transform your fleet into a cost-effective media asset, powerful enough to help drive brand awareness, sales and business growth.

The Power to Reach

Consider this: a single intra-city truck with graphics can generate up to 16 million visual impressions in a year.*

In fact, study after study ranks mobile media as the most cost-effective and influential advertising media available.

*American Trucking Association

The Power to Impress

How influential? A study by ad agency RYP & Becker Group found that:

- 97 percent of survey respondents recalled the ad on the truck.
- 98 percent thought the ads created a positive image of the advertiser.
- 96 percent thought fleet graphics had more impact than billboards.

Now, The Power to Target

The industry norm is to estimate fleet advertising impressions by calculating the number of miles driven per truck per day by the type of road.

Imagine adding demographics as a dimension. What do you get? Vastly improved measurement capabilities, proof of performance and the ability to target your campaign.

(GPS technology required to track vehicles.)



24/7 Powerful
Affordable Targeted



Imagine the Possibilities



Unbeatable Value Media Asset-Value Comparison

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
Television	\$23.70	\$1,445,700
Magazine	\$21.46	\$1,309,060
Newspaper	\$19.70	\$1,201,700
Prime-time television	\$18.15	\$1,107,150
Radio	\$7.75	\$472,750
Outdoor	\$3.56	\$217,160
Fleet Graphics (average, annualized)**	\$0.48	\$30,000

* Based on 61 million Prime DEC annually; average of top 40 media market from Media Buyers Guide.

** Based on cost of test trucks.