

Fleet Graphics & Vehicle Wraps



vernon
graphics | promotions

We Stand Behind - You Stand Out





Vernon Graphics

Fleet Graphics & Vehicle Wraps

Your fleet is more than just a way to move your products. It's a way to move your brand, and to connect it with customers. It's a way to inspire, to sell.

But that takes more than a printer; it takes a partner. A partner who ensures every vehicle showcases the right message, in the right way. A partner who takes you from fleet markings to fleet *marketing*.

A study by ad agency RYP & Becker Group shows what fleet marketing can do for you:

- 96% of people surveyed thought fleet graphics had more impact than billboards
- 98% thought the ads created a positive image of the company
- 97% RECALLED THE AD ON THE TRUCK

Stand Out with Vernon Graphics Mobile Marketing

Your fleet can be your most effective – and cost effective -- marketing tool. Vernon Graphics can help you make the most of every vehicle AND every dollar. Need permanent markings for your name and logo? We use the most durable materials for lasting value. Does your marketing change on a regular basis? We can add changeable graphics so you can update your fleet in an affordable manner.

- A single intra-city truck creates up to 16 MILLION visual impressions in a year.*

And unlike others who simply print and ship your graphics, we'll go to incredible lengths to meet any challenge. We discover what makes your brand tick: its unique image, who your target is and how your fleet is used. We then take that in-depth knowledge and translate it into marketing advice you can trust, so your fleet is a cohesive part of your overall marketing plan.

Consider this: We can even supply different messages and graphics to different routes, so you can target specific demographic groups!

"[THEY HAVE] BEEN QUICK TO RESPOND TO LAST MINUTE REQUESTS. THEY ARE EXPERTS AT REMOVAL AND INSTALLATION AND HAVE BEEN A VALUABLE RESOURCE FOR NEW GRAPHIC DESIGN." - CHRISTOPHER JONES, NATIONAL GRID



- You Stand Out

Vernon Graphics: A Partner Who Stands Behind You

Vernon Graphics is your ideal brand awareness partner, with more than five decades of screen printing experience and a coveted 3M Certified Graphic Manufacturer designation. We're also rock-solid, with an AAAA rating from Dun & Bradstreet.

But we're more than our computers, presses and inks. We're experts in our field: we know how to enhance your brand in ways others simply can't. From art services to advice on how to tie your fleet into the rest of your marketing, our experience makes us your most valuable ally in the fight for customers' attention.



"WE'VE HAD A RELATIONSHIP WITH VERNON FOR YEARS AND THEY ALWAYS COME THROUGH FOR US. I HAD A SPECIAL PROJECT WHERE I NEEDED TO PUT A FULL WRAP FOR A 40" TRUCK ON A 12" TRUCK AND VERNON GRAPHICS MADE IT WORK FOR ME. ONE PHONE CALL AND I ALWAYS GET WHAT I NEED." - RODNEY MOHN, ANDERSON ERICKSON DAIRY

Advertising Medium	Cost per thousand (CPM)
Television	\$23.70
Magazine	\$21.46
Newspaper	\$19.70
Prime-time television	\$18.15
Radio	\$7.75
Outdoor	\$3.56
Fleet graphics (average annualized)**	\$0.48



With Vernon Graphics, you get a true partner from beginning to end, a partner who can handle the unusual and the special requests. From your own dedicated customer service person to our proprietary Easy-V project management system, we have the resources every project needs, whether it's a vehicle wrap for a single car or graphics for a nationwide truck fleet.

"THEY MANUFACTURE WHAT WE NEED, THEN SHIP IT AND BILL US ON AN AS NEEDED BASIS. I CALL AND WITHIN AN HOUR IT'S AT THE DOCK WAITING FOR ME. THEY ARE ALL A CLASS ACT, FROM THE TOP MANAGEMENT TO THE SHIPPERS AT THE DOCK."

- DUANE HARNEY, BARR-NUNN TRANSPORTATION

* American Trucking Association

** Based on 61 million Prime Daily Effective Circulation annually; average of top 40 media market from Media Buyers Guide. Based on cost of test trucks.



To experience the difference a true fleet
marketing expert makes, call us today!

Vernon Graphics

Fleet Marketing Solutions

Screen Printed Graphics

Equipment Graphics

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