

Vehicle Wraps

Top advertisers know vehicle graphics are the best choice to spread the word about your company. Vehicle graphics are the most cost effective method (per impression) of marketing available. Eminent offers superior custom vehicle wraps and graphics that get noticed. Eminent offers design, print and installation services for your company.

What is a Vehicle Wrap?

A Vehicle wrap can either be a full, $\frac{3}{4}$, $\frac{1}{2}$, or even partial vinyl graphic adhered to your vehicle creating a moving billboard for your company. They can increase visibility and brand recognition of your business, project a professional image, and even make the smallest company look as substantial as any competitor.

The vinyl can be removed when an advertising campaign is over or you are ready to turn in your leased vehicle. In the past, full wraps were reserved for corporate fleets. Thanks to the digital evolution, that is a thing of the past! You now have the freedom to pick and choose pretty much anything you can dream up; be as creative and unique as you like!

What are the benefits of a Vehicle Wrap?

- 95% of Canadians travel by car or local transit each week, creating a mass audience for your advertising.
- Vehicle Wraps are an extremely cost effective and completely unique form of outdoor media for any size business, or company promotion.
- *One* vehicle wrap can create thousands of impressions every single day! That's millions of impressions every year!
- Because it is mobile, it is much more effective than a stand still billboard, and can be seen by a much wider range of consumers.
- A wrap costs about as much as a large newspaper ad, but unlike a newspaper that gets thrown out in a day, a wrap lasts for years!
- They create a powerful "referral effect", completely tailored to your needs; whether you want people to stop by your location, visit your website, or call your office, your vehicle wrap portrays whatever you want to get across to your potential clients out there on the streets.
- Unlike newprint, T.V. commercials and other forms of advertising where you are fighting to get recognized, with vehicle graphics you stand alone and stand out every time you get behind the wheel.
- A vehicle wrap can actually prolong your vehicles paint life.

Advertising Medium	Cost per thousand (CPM)*
Television	\$23.70
Magazine	\$21.46
Newspaper	\$19.70
Radio	\$ 7.75
Billboard	\$ 2.00
Vehicle Wrap (average,annualized)**	\$ 0.75

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

** Based on a three-month 3M study in San Francisco.

Commonly Asked Questions...

Will removing a wrap affect my car's paint?

No. The only time a car's paint is affected is in the case of a poor repaint, or pre-existing rust. 99% of all wrap removals will not affect factory paint.

How long does a vehicle wrap last?

Our vehicle wraps last for up to 5 years or longer depending on how YOU care for your vehicle. You need to be careful with power washing, as the high pressure can affect the wrap.

How long does it take to get a wrap done?

From start to finish the time it takes to get a wrap done right varies. Keep in mind we have to design the right image for your vehicle and then print it out and install it for you. Depending on the size of your vehicle and the type of graphic you choose – install time can take anywhere from 1 to 3 days once the design is complete. We will be keeping your car for at least 24 hours to ensure that the wrap is properly adhering.

How much does it cost?

Costs can vary depending on the size of the vehicle, if it is a full or partial wrap, design, etc. Contact us for a price quote on your specific car and design. info@eminentcustomgraphics.com

