



**American Image Graphics**  
Corporation

**IMAGES THAT MOVE YOU**



**3M**

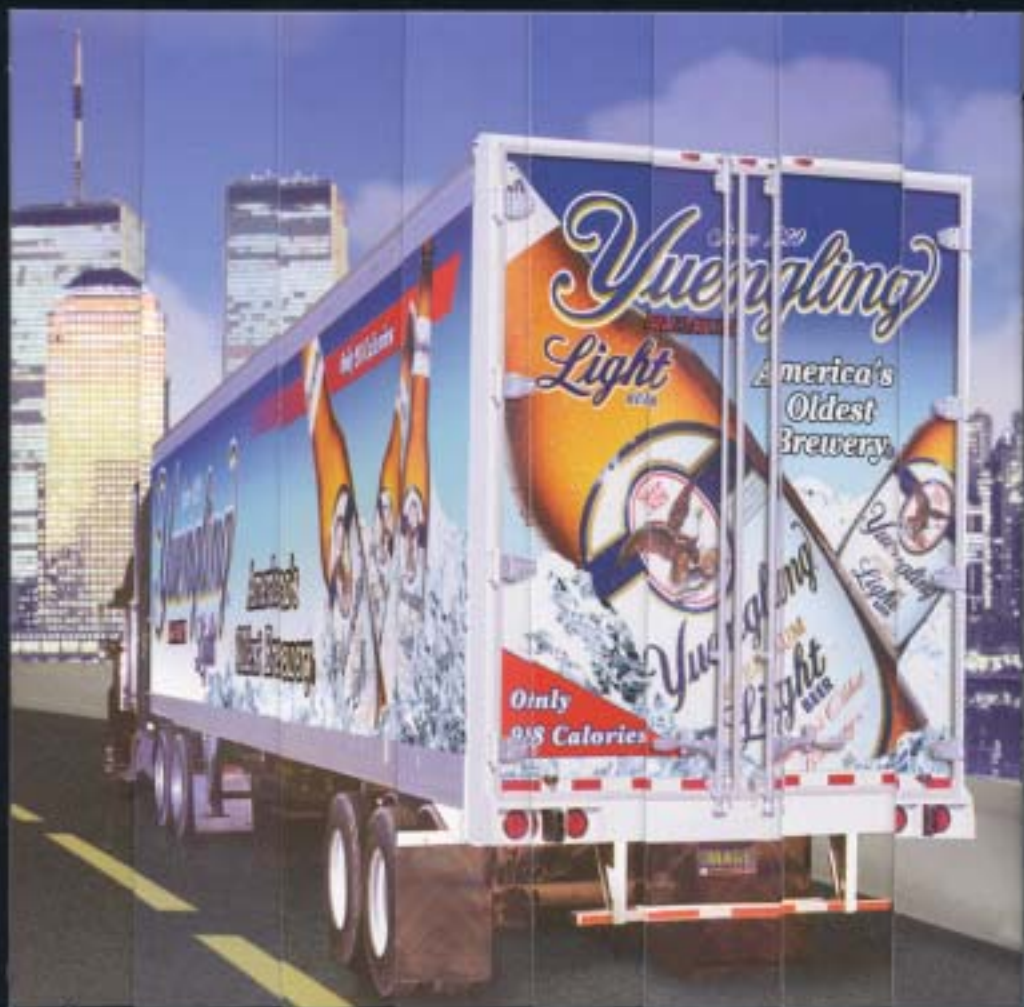
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**Transforming the  
Ordinary Into...**



# the Extraordinary

*Put FLEET GRAPHICS advertising power to work for your company!*





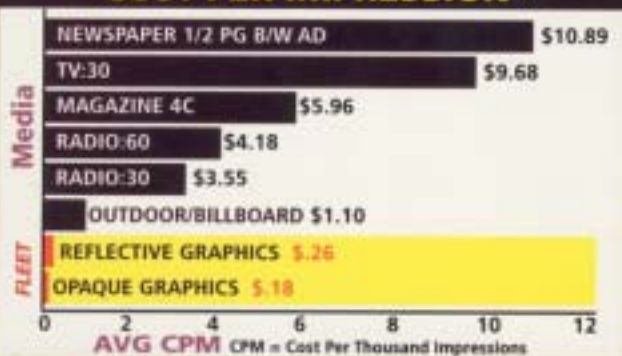
# Why Fleet Graphics?

**A**s the mobility of society increases, it makes good sense for companies to seize the advantages of FLEET GRAPHICS. And why not?! Company fleets put the message out where the consumers are... on the go, on the road. And the statistics about FLEET GRAPHICS make the case clearer than ever!

- Over the road trailers average 10 million visual impressions annually.
- Local delivery trucks average 14 million visual impressions during the day and 16 million at night when reflective material is used.
- 91% of all people surveyed noticed words/pictures displayed on trucks.
- 75% developed an impression about the company and product.
- 29% said they would make a buying decision based on the impression from the vehicle. Sources: ATA & 3M Study



## COST PER IMPRESSION\*



\*Source: A 3M Study

## WHAT BENEFITS DO ADVERTISERS SEE IN FLEET GRAPHICS?

- Solid Growth in Population and Travel Studies
- Complement & Reinforce Other Advertising
- Mobility - Support Trade Shows, New Store Openings, Media Events, Web Sites
- Highways are Becoming More Congested
- More People are Looking at Trucks
- With the Elimination of Billboards in Certain Areas, FLEET GRAPHICS Continue to Grow in Acceptance as a High Yield, Low Cost Advertising Medium
- In Summary - More Advertising Impressions

**C**ompared to other forms of advertising, FLEET GRAPHICS deliver the best cost per impression!

## ELEMENTS THAT CHARACTERIZE THE LOOK OF EYE CATCHING GRAPHICS

- Larger Graphics - Full Coverage of Truck Space Wrapping Around Three Sides
- Three Dimensional Appearance
- Increased Use and More Creative Use of Four Color Graphics - Cleaner, Crisper, Clearer
- Graphics That "Bleed" Off the Truck Create Maximum Impact.
- Sensory Images - Product, Not Just Packages
- Multiple Designs - Representing Various Products, Divisions etc...



## ESTIMATED NATIONAL BILLBOARD SPACE COSTS

- Highest Traffic Areas: New York Metro, Los Angeles, Boston... \$10,000 per month
- Secondary High Traffic Areas: Philadelphia, Miami, Baltimore... \$5,000 - \$7,000 per month
- Suburban Areas... \$3,000 - \$5,000 per month
- Rural Areas... \$1,000 - \$2,000 per month
- Billboards in Times Square Range from \$20,000 to \$50,000 per month

# Why American Image Graphics?

**W**hen you use American Image Graphics Corporation for all of your Graphic Management Services, you build a relationship with a company that has expertise and a superior understanding of the business. AIG provides innovative solutions to your Graphic Management challenges.



★ AIG's warehousing, distribution and tracking systems are capable of handling complete national release programs.

★ With our national network of dedicated account representatives and an award winning design team, AIG provides you with unmatched quality and service.

Are you looking for:

- Complete Graphic Management Services?
- A National Network of Skilled Applicators?
- A Leader in the Introduction of New Technologies?
- Advanced Communication Systems? (Whamnet, Internet, E-Mail)

If the answers to any of these questions are YES (and they should be) look no further.

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AMERICAN IMAGE GRAPHICS CORPORATION  
delivers exactly what the customers want and expect to meet their needs...

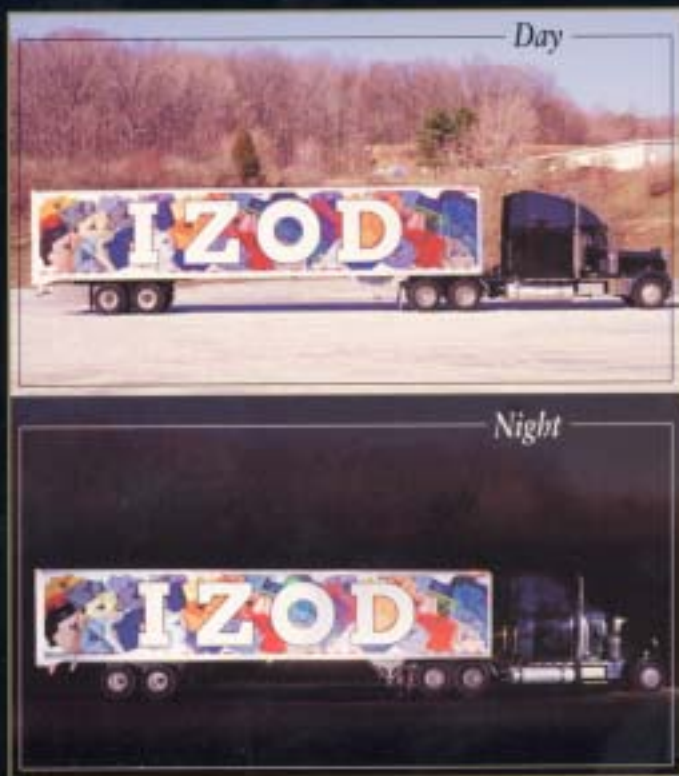
# Maximum Impact & Durability

**S**ince many motorists believe that trucks, especially tractor trailers, are more dangerous at night, you can create a more positive image for your company and drivers by using reflective graphics.

**37%** more visual impressions are perceived by the American public when reflective graphics are used. Reflectorized trucks were seen as being twice as effective at projecting a professional image than other vehicles.

- a study by the American Trucking Association

**Y**our drivers will appreciate the clean effective public image and greater safety that reflective markings provide for your trucks.



**1960 1970 1980 1990 NOW**

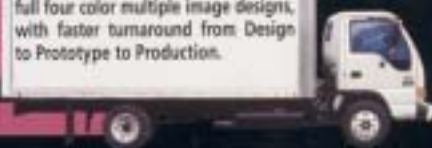
Fleet Graphics were limited to formal balance and comprised of small, simple names and trademarks with 1-2 color designs.

Companies added stripes and slogans to their marking packages.

Graphics evolved into large, multi-color designs.

New design capabilities and new technologies allow for greater freedom, more color, more coverage.

New equipment technologies permit full four color multiple image designs, with faster turnaround from Design to Prototype to Production.



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