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Outdoor Advertising  
Association of America

# **Vehicle Wrap Statistics**

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## Statistics

Mobile advertising can be the most effective and efficient form of outdoor advertising, reaching more consumers at a lower Cost Per Thousand Impressions (CPM) than any other form of outdoor advertising.

- More than 95% of Americans are reached by media targeting vehicle drivers and passengers.
- The average American has traveled 302 miles in the past 7 days.
- One vehicle wrap can generate between 30,000 - 70,000 impressions daily.
- Federal Highway Administration study forecasts a sharp increase in the amount of time spent in personal vehicles and the number of trips per household.
- Vehicle wraps are ideally suited for various types advertising campaigns, including new product launch, and event marketing and are increasingly being used as part of the marketing mix.
- Fleet vehicle advertising boosts name recognition 15 times greater than any other form of advertising.
- 30% of mobile outdoor viewers indicate they would base a buying decision on the ad they see.
- Eight out of ten Americans report they have walked in a town, city or downtown area, on average 6.1 miles in the past seven days. This pedestrian traffic represents a significant reach opportunity for advertisers.
- Every traffic jam becomes an opportunity. Depending on your market that may mean lots of opportunities.
- The opportunity to reach commuters on highways, city streets, and parking lots.
- Unlike home mailers, your advertisements are not compared side-by-side to your competitors.
- Powerful visual messages can target consumers of all ages and ethnic groups.
- Reach audiences of all ages, gender, backgrounds, income, and professions.
- Reach high amounts of pedestrian traffic.
- Mobile flexibility allows you to position your vehicle ad almost anywhere you want.
- Mobile advertising reaches consumers not exposed to newspaper and television.

### CPM (Cost Per Thousand)

Comparing the CPM (Cost per Thousand) of different forms of advertising reveals the value of a vehicle wrap. The following statistics are from the Outdoor Advertising Association of America:

1. In the top 100 Television Markets a 30-second Prime time spot cost \$17.78 per CPM
2. In the top 100 Newspaper Markets a one third page b/w ad cost \$22.95 per CPM
3. In 23 Magazine Publications a 4 color, one page ad cost \$9.35 per CPM.
4. In the top 100 Radio Markets a 60 second drive time ad cost \$8.61 per CPM.
5. The average for all forms of Billboard ads cost \$2.18 per CPM.
6. **Vehicle Wraps - \$.77 per CPM!**

## Conclusion

Leveraging car wrapped vehicles alleviates one of the most pressing issues in outdoor advertising: lack of space. With vehicle graphics, marketers can transform the general public's vehicles into a valuable media asset as their own on-demand fleet, thereby sidestepping the issue of (1) unavailable media space, and (2) high rents for in-demand media spaces.

