

# Q&A with a Vehicle Wrap



You've seen vehicle wraps on the street, in your parking lot, and all over. They're hot, and they're busy, appearing everywhere, generating new business as they go.

But what do you know about vehicle wraps? We cornered one to see what it could tell us.

**Metro Sign & Awning:** So, what do you do all day?

**Vehicle Wrap:** You're kidding, right? I hang out where you hang out. I can be seen anywhere, and everywhere, I go. I'm outdoor advertising in motion! *[looks left, then right]* Between you and me, billboards are extremely jealous.

**MSA:** What are you made of?

**VW:** Sugar and spice and everything nice. The Right Stuff. *[laughs]* Seriously, you don't want a breakdown on my body chemistry, do you? In layman's terms, I'm made of vinyl and what's known as pressure-activated adhesive.

**MSA:** We don't want to get too personal, but, um, what's your average life expectancy?

**VW:** It's OK, I can handle it. I'll last five years, easy, and I'll look good 'til the end.

**MSA:** Thanks. As long as you're sharing details, would you mind telling us how much a vehicle wrap costs?

**VW:** I'm glad you asked. Everybody thinks I'm some overpaid hotshot, but I'm a real down-to-earth kind of investment. I don't mind telling you, I cost less than \$4,000. And some wraps like me -well, almost as good lookin' as me *[flashes headlights]* - can be had for around \$3,500. Depending on the amount of traffic in a particular city, I can be seen by 30,000 - 70,000 drivers each day. Not bad, eh?

**MSA:** Not bad at all - sounds like you offer more impressions and more flexibility than almost any other form of outdoor advertising. Thanks for stopping to talk to us.

**VW:** You're welcome. See you around! *[beeps, revs engine, drives away]*

This totally tongue-in-cheek interview with a vehicle wrap was brought to you by Metro Sign & Awning, where we take our business - and your business - very seriously. [Vehicle wraps](#) are highly visible advertising, especially for delivery and service fleets. They build brand recognition and literally take your message to the streets. If your business could benefit from some very mobile, effective and affordable outdoor advertising, [contact us](#). We'd be happy to provide you with a quote and suggestions for maximizing your advertising ROI.

