



# Vehicle Marketing

Get Noticed. Be Seen.  
Stand Out from the Crowd.

Turn your company vehicles into moving billboards with custom eye-catching graphics from Caskey Group. As a 3M Preferred Graphics Installer, we ensure that your vehicles are given a flawless wrap with certified 3M vinyl, each and every time!

**If you can drive it, we can wrap it!**



# Our vehicle wrap professionals can guide you from start to finish.

We can help build concepts, design, proof, produce, deliver and install using the latest digital print and vinyl graphics technology producing the highest quality wrap.

Caskey Group offers the most comprehensive finished graphics warranty in the industry. Through the 3M™ MCS™ Warranty, we cover cracking, defects, excessive fading, and more!

From full wraps to simple graphics, for one vehicle or a fleet, we can help you make an impression. Ask about our selection of lettering, clings, magnets and decals!

Caskey Group is a...



3M Preferred  
Graphics Installer



3M™ MCS™ Warranty





**Vehicle Wraps** are a powerful marketing tool. They boast the lowest Cost Per Thousand Impressions (CPM) when compared to other media.



## Media Asset-Value Comparison

COST PER THOUSAND IMPRESSIONS (CPM)\*

Vehicle Advertising**	\$0.48
Outdoor Billboard	\$3.56
Radio	\$7.75
Television (primetime)	\$18.15
Newspaper	\$19.70
Magazine	\$21.46

\* 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

Source: 3M Graphics Market Center Fleet and Vehicle Graphics Guide



For more information, contact your sales representative today!

**CASKEY GROUP**  
More communications ■ More results

717.764.4500 ■ 800.864.2040

CaskeyGroup.com