



# Visibility for Your Business

**Truck Wraps:** (\$25,000 per truck for 3 years' visibility)

## Highlights

- Your company will be aligned with the powerful mission of Idaho Youth Ranch, with co-created artwork on sides and back of a 27' truck
- 3 years of high visibility on a traveling billboard
- Cost includes design and installation of mutually agreed upon wrap to be displayed for a minimum of 3 years

## Regional Visibility

**Treasure Valley: 18 trucks, regularly travel between Boise and Twin Falls**

**Coeur d'Alene: 2 trucks that travel throughout the region including Coeur d'Alene, Post Falls, and Lewiston**

**Twin Falls: 3 trucks**

**Idaho Falls: 2 trucks**

## Great Company Exposure

*Mobile outdoor advertising reaches more unique markets than static outdoor advertising, reaching up to 92% of residents according to Clear Channel.*

*Vehicle wrap on a typical trailer makes 10 million impressions per year. That number increases to 14 million for trailers with reflective graphics and 16 million for local delivery vans according to American Trucking Association.*

Research shows mobile outdoor advertising has a 2.5x higher attention rate than static outdoor advertising according to Urban Matter



Partner with us!