

Formula One Tinting and Graphics has an in-house graphics department with 20+ years of experience in the creation and execution of marketing and advertising graphics, campaigns, logos and the like. We specialize in producing digital large format full color graphics from your existing logos and advertising materials, and/or creating original artwork specifically targeted to your business branding, promotional and advertising needs.

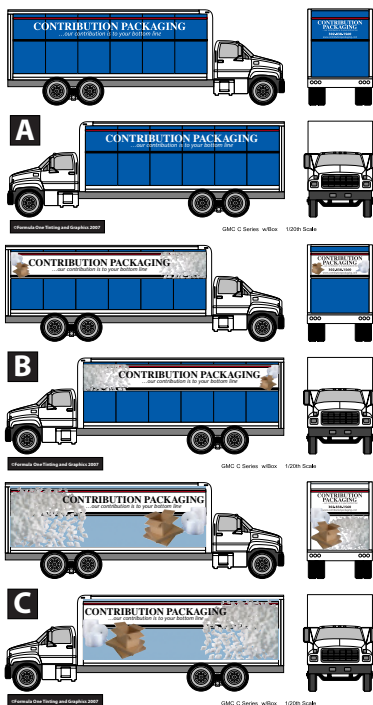


After initial consultation, we create a graphic solution specifically designed to work on the surface of your choice,

addressing your ultimate goals for the purpose of that graphic. We provide you with customer proofs for your review and annotation, to ensure the accuracy of the proposed designs and copy.

Our graphics are then output in-house on our state-of-the-art 54" wide digital printer, on the highest quality adhesive vinyl material available in the market place today, in high resolution for photographic quality imagery that will look professional from a distance of six feet away as well as up close.

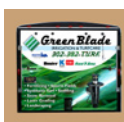
After output, our graphics are allowed to air dry overnight, and are then covered with an over laminate



recommended for the respective vinyl used. This ensures protection from harmful UV rays and damage through normal everyday use.



If you choose one of our decorative treatments or cut-out vinyl lettering instead, we will design your ideal graphics in-house, cut them out of a vinyl material/color of your choice, and professionally install them on your chosen surface.



The vinyl materials we use are specifically created for outdoor/indoor application on vehicles, boats, walls, floors and/or windows, and have a manufacturer's warranty ranging from 1 to 5 years, depending on the vinyl you choose, their application surface, care and maintenance.

Our in-house installers are manufacturer certified and we ensure a professional installation every time, whether you are in need of one vehicle wrap, a fleet treatment, a building wrap or any other application ranging from walls to floors to windows, etc...

We have the resources to successfully execute your projects with consistent color and image quality, whether your needs are local, regional or national.

FORMULA ONE TINTING AND GRAPHICS IS PROUD OF THE FACT THAT WE OFFER OUR CLIENTS ONLY THE HIGHEST QUALITY STAFFING, TECHNOLOGY, AND MATERIALS AVAILABLE IN THE INDUSTRY TODAY.

FORMULA ONE TINTING AND GRAPHICS

Window Tinting and much more...

gotshadeonline.com
(302) 832-8468

ADVANTAGES

- **One stop shopping:**

Take out the headache of working with different vendors which have different file requirements, art specifications and installation expertise.

- **Standardization:**

Consistent looking graphics for all vehicle, window, wall, building and/or floor applications.

- **Protection of your investment:**

Easy to remove, the vinyl image acts as protection against many of the elements that may otherwise degrade the surface.

COST BENEFITS

- **More cost effective than other forms of advertising:**

If you already own or lease your vehicles, you can take advantage of this highly effective advertising medium. Vehicle wraps cost far less than any other advertising medium and they are seen by far more potential buyers. They are a powerful medium for your company image.

National Average Advertising CPM

(Cost per thousand impressions)

- **Vehicle Wrap**
(750,000 impressions per month) _____ \$1.08
- **Radio**
(:30 second spot) _____ \$7.75
- **Newspaper**
(1/3 Page, Black and White) _____ \$10.89
- **Television**
(Prime time, Major Network TV, :30 seconds) _____ \$18.50
- **Business Magazine**
(Full page, Full Color) _____ \$21.45
- **Television**
(Late News, Spot TV, :30 seconds, ABC, CBS and NBC affiliates) _____ \$23.70

ADVERTISING BENEFITS

- **Boost and reinforce identification of your brand:**

On average, a vehicle that is driven 15,000 miles a year will pass in front of nine million potential customers, hence the potential to motivate customers and activate a purchase decision.

- **Achieve massive and constant exposure to audiences in both retail and residential areas:**

Mobile media advertising can generate 20,000 to 70,000 impressions a day. Local targeted marketing can increase local sales by 20% to 70% (Some companies generate 80% of their business by parking their vehicles in strategic locations for maximum visibility).

- **Reach an audience of all ages, backgrounds and incomes:**

You are not just targeting drivers with these moving ads. You are reaching professionals and families in their vehicles.



- **Larger reach:**
Advertise in areas that legally may not be available to traditional forms of advertising due to city ordinances.



FLEET GRAPHICS MAKE A LASTING IMPRESSION

91% OF PEOPLE SURVEYED SAID THEY NOTICE WORDS AND PICTURES ON FLEET VEHICLES

29% SAID THEY WOULD BASE A BUYING DECISION ON THESE IMPRESSIONS

97% REMEMBERED THE AD DISPLAYED ON TRUCKS

98% FELT THE AD CREATED A POSITIVE IMAGE FOR THE ADVERTISER

96% SAID THAT FLEET GRAPHICS HAD MORE IMPACT THAN BILLBOARDS

Results of a study by the American Trucking Association.