



## **Now that's Target Marketing!**

*CarWraps Outdoor Advertising launches advertising on private vehicles.*

([PRWEB](#)) July 20, 2001 -- Now that's Target Marketing!

Mississauga, ON July 13, 2001 - CarWraps Outdoor Advertising is providing Marketers with a new medium to get their message across by maintaining a database of drivers willing to "wrap" their cars in a vinyl advertisement.

This new form of advertising allows clients to receive around 750,000 impressions per month for cost less than the average billboard. It also allows clients to advertise in a non-traditional way in places they couldn't usually penetrate i.e. College campuses, highways, movie theatres, shopping malls, etc.

In addition to the visual impact the added PR this medium generates is a welcome bonus. This medium has been successfully implemented in the United States and CarWraps Outdoor is pleased to bring it north of the border.

Some other benefits to using CarWraps Outdoor include:

- \*The ability to use this medium in areas where billboards are unavailable.
- \*CarWraps database can be used to reach a precise audience, specific city block, or broad based population.
- \*CarWraps allows clients to effectively target particular ethnic, age, income, or other population segments
- \*Impact: "CarWrapped" cars are hard to miss
- \*By developing maximum exposure more efficiently than any other medium, CarWraps extends the "life" of your campaign.

For a complete list of our services go to [www.CarWraps.ca](http://www.CarWraps.ca) or email us at [info@carwraps.ca](mailto:info@carwraps.ca)



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).