

Market & Exposure Capabilities

Market	State	Population	DEC	# of Fully Wrapped Vehicles Needed		
				#10 Showing	#25 Showing	#50 Showing
Akron MSA	OH	694,960	26,000	3	7	14
Baltimore/Washington	MD	7,608,070	47,000	16	41	81
Buffalo	NY	1,170,111	27,000	5	11	22
Canton-Massillon	OH	406,934	22,000	2	5	10
Chicago	IL	9,157,540	50,000	19	46	92
Cincinnati	OH	1,979,202	31,500	7	16	32
Cleveland	OH	2,148,143	32,500	7	17	33
Columbus	OH	1,540,157	29,048	6	14	27
Dayton-Springfield	OH	950,558	27,000	4	9	18
Detroit	MI	4,452,557	40,000	11	28	56
Erie	PA	280,843	19,000	2	4	8
Grand Rapids	MI	1,088,514	27,000	4	10	20
Indianapolis	IN	1,664,561	30,000	6	14	28
Louisville	KY	1,025,598	27,000	4	10	19
Philadelphia	PA	6,188,463	45,000	14	35	69
Pittsburgh	PA	2,358,695	32,500	8	18	37
Richmond	VA	996,512	27,000	4	10	19
Rochester	NY	1,098,201	27,000	4	10	21
Toledo	OH	618,203	24,000	3	7	13
Wheeling	WV	153,172	15,000	1	3	5
Youngstown-Warren	OH	594,746	24,000	3	6	13

Example

In Columbus, with 6 fully wrapped vehicles (18 displays):
10% of the population (about 154,000 people) will see one of your displays *everyday*.



Fully wrapped vehicles contain 3 displays. Two sides and one rear