

Nationwide Vehicle Wraps Manufacturer, JMR Graphics, Responds to Summit Stage Buses Consideration of Mobile Media Marketing

JMR Graphics, Nationwide Vehicle Wraps Manufacturer, discusses the officials of Summit County, CO transport service, Summit Stage, contemplating using their buses as moving billboards.

Central Islip, NY ([PRWEB](#)) January 05, 2013 -- On January 5, 2013, Nationwide [Vehicle Wraps](#) Manufacturer, JMR Graphics, discusses the impact employing moving billboards could have on the struggling Summit County, Colorado transport service, Summit Stage.

According to the [Summit Daily](#), while the Summit Stage, a complementary bus service, “is independently funded primarily by a dedicated mass transit tax,” the service is looking into other means of meeting its financial needs due to “a \$300,000 budget shortfall in 2012 after a year of high fuel and personnel costs.”

The article notes that Summit Stage bus service’s savings account has seen a decline, “down to just a few hundred thousand dollars from as high as \$4 million a few years ago.” In addition, employing mobile billboards on Summit Stage buses is estimated to generate, “\$500,000 to pad the transit system’s \$7 million budget.”

Summit County Commissions are looking into the county and town regulations regarding vehicle advertising.

Chris D’Angelo, a [JMR Graphics](#) representative states, “Summit County’s transit system could really use the boost that moving billboards would afford them. I think it’s a really smart move on the County’s part to consider implementing bus advertisements.” Chris continues, “The article mentioned that they were wary of using full bus wraps, so I would suggest vinyl adhesive spot graphics, which would have the same cost-effectiveness without the higher cost. Moreover, they should consider first only advertising local businesses, so that tourists, commuters, and even locals will gain awareness of what Summit County has to offer. It could boost the economy as well as the transit system’s budget.”

JMR Graphics is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. We specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. We offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Our exceptional “Turn Key Service” is backed with a 3M MCS Warranty to give you peace of mind, when you need optimum performance for the intended life of your graphics. With our state of the art, cutting edge facility we inspire our clients by providing creative design, custom printed graphics and handle a network of nationwide installers. JMR Graphics provides expert capabilities and capacities needed to meet any graphic challenge.

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