

Nationwide Vehicle Wraps Manufacturer, JMR Graphics, Comments on a New Jersey School District's Implementation of Mobile Media Advertising via Vinyl Spot Graphics

JMR Graphics, Nationwide Vehicle Wraps Manufacturer, comments on New Jersey's Medford School District's utilization of their fleet of school buses as mobile billboards.

Central Islip, NY ([PRWEB](#)) January 10, 2013 -- On January 10, 2013, Nationwide Vehicle Wraps Manufacturer, [JMR Graphics](#), comments on an article published on [Phillyburbs.com](#) that announces Medford, New Jersey School District's implementation of mobile media advertising on its fleet of school buses via vinyl spot graphics.

According to the article, the school district has been planning to employ the use of their school buses for the years. The concept of utilizing the school buses as moving billboards was first brought up in 2005 when the district was trying to find alternative sources of revenue after the school district's "budget was defeated by voters."

The school district was not allowed to move forward with the initiative until certain legislation was put into place. However, the school board went ahead with designing a plan and policies for implementation so that they would be prepared when the legislation was passed. Now that Medford can legally advertise on their buses, they are moving ahead with "a four-year, \$48,000, commitment from" local grocery chain, Murphy's Markets.

"We can't say this enough; mobile media advertising is very cost-effective. This is underscored by the fact that the Gov. Chris Christie signed legislation that permits advertising on school buses," declares TJ Pannell of JMR Graphics, a producer of [trailer wraps](#).

"Medford School District will see an increase in revenue by utilizing their fleet of school buses as billboards on wheels," Pannell continues, "They have thought of strategic placements for the vinyl spot graphics that they will eventually use to advertise local businesses. Moreover, because they are advertising local businesses on their buses this implementation will not only boost the district's revue, but it will boost the overall economy of the town. They are serious about increasing revenue without putting a bigger burden on parents and tax payers."

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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