

## When the Medium Is a Mode of Transportation

Want to break through the clutter of urban life with your marketing message? Super-Graphics will wrap your ad around a 40-foot bus with a special perforated vinyl that lets your message be seen while allowing passengers to see out. The cost: \$8,000 to \$10,000 per bus. The Sunnyvale, California, firm does about 50 per month.


TOP: VIKING; BOTTOM: PIX
