

From Team Signtastic,

Signtastic understands a basic truth about individuals who need to buy a sign... they don't do it very often.

We have found that most people might be tasked with making a major sign or graphics purchase once in their entire lifetime. This guide is for you, no obligation, just useful information to help you walk the road to purchasing an effective sign.

Contact us today. We'll step you through our fantastic sign ordering process. It's as easy as saying 1, 2, 3.

Best Regards.

Information provided by...

Signtastic

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**FACT:** 85% of a new business' customers come from within a 5 mile radius of their physical location and 49% visit the location specifically as a result of "seeing the sign".

It is a logical conclusion that having an effective, legible and visually appealing sign is of critical importance to every organization. It is arguably the most important aspect of a new business as the sign is responsible for literally half of the sales volume.

**FACT:** Signs work for your organization 24 hours a day, 7 days a week and 365 days a year. They don't take vacations, get sick, need training or quit to go work somewhere else.

**FACT:** Dollar for dollar, compared to any other kind of advertising, signs are the clear winner when it comes to resulting exposure for dollars spent in a community.

Based on a standard "cost of 1,000 visual impressions" signs literally work for pennies. An on-premise sign will work for \$.22 per 1,000 visual impressions compared to billboards at \$1.90, Newspapers at \$3.60, Radio at \$5.90, and TV at \$10.00.

\* NOTE: All of the information, statistics and facts found throughout the book have been obtained through independent studies by the SBA (Small Business Administration), the ISA (International Sign Association), the University of San Diego's study on the impact of on-premise signage and the American Trucking Association.