

Channel Letters



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Benefits:

- Lowest cost advertising compared to any other media
- Highly visible both during the day and night
- Creates true 24 hour, 7 days a week advertising exposure
- Can increase overall revenues 17% - 36% annually

Description:

A typical channel letter is a custom manufactured metal letter that has a "channel" in which a light source is placed to light up the letter. The metal is usually aluminum which does not rust and is much lighter in weight.

The light source is typically neon. Neon is a hand made glass tube that is filled with various rare gases and glows with a brilliant, steady and consistent light. LEDs (light emitting diodes) are also becoming more common in channel letters as they consume a fraction of the power needed for neon and are much more cost effective to maintain.

Budget Range:

\$4,000 - \$6,000

(assumes a 4'x8' area, standard font types, standard colors, 15mm neon and includes permits, engineer drawings, and professional installation)

(Important Note: These budget guidelines are the most general of industry pricing standards and are not intended to be representative of any particular sign manufacturer's quoting procedures. Please refer to these numbers in order to gauge our organization's overall ability to invest in a specific type of sign and whether the anticipated return is justified with your goals in mind.)