

# Banners



## Banners

### Benefits:

- Flexible, inexpensive, and changeable
- Increase awareness for special events & promotions
- Most economical use of full color advertising
- Dramatically increase impulse sales & purchases

### Description:

A vinyl banner is a common advertising method for a wide range of retail, and wholesale industries. The standard vinyl banner is also a regular player for almost every special event, church function, golf outing, charity fund raiser and a host of other promotional activities.

A standard banner should be at least 13 oz vinyl material with nylon reinforcement. It can have reinforced corners, stitched edges, and reinforced grommets for outside conditions that might have excessive wear possibilities.

Typical alternative options include pole pockets, velcro strips for trade shows as well as mounting straps.

### Budget Range:

**\$225 - \$850**

(assumes a 4'x8' area, standard font types, standard colors, 13 oz vinyl banner with nylon reinforcement and grommets every 18" - 24")

(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 your organization's overall ability to invest in a specific type of sign and whether the anticipated return is justified with your goals in mind.)