

Sign Planner *With Pricing Guide*



WHERE AMERICA

SHOPS FOR SIGNS

★ Since 1992

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

E-Mail: info@signtastic.us

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.

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.

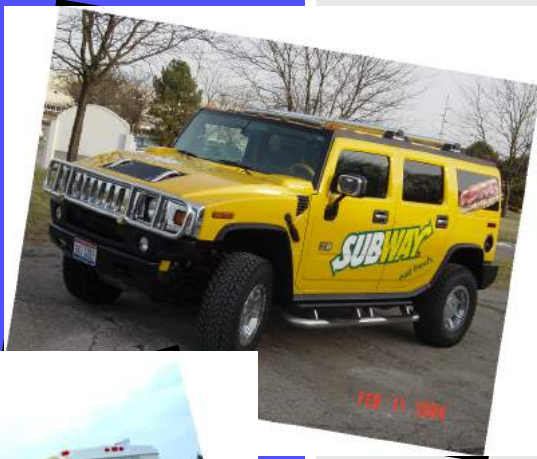
Budget Range:

\$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.)

Vehicle Graphics



Vehicle Graphics

Benefits:

- Excellent "Mobile Billboard" advertising
- Most economical use of mobile "full color"
- Vehicle graphics enjoy 600 visual impressions per mile
- An unbelievable rate of \$.15 per 1,000 impressions

Description:

1. Basic Door lettering / graphics is typically custom manufactured high performance vinyl. These graphics are installed on the doors of a vehicle and are used for basic identification.
2. Van / Truck graphics are generally more involved graphics and incorporate larger visual areas, multiple colors, and creative use of vehicle surfaces. Sometimes these graphics utilize elements of full color, digitally printed graphics
3. Vehicle "wraps" are graphics that completely cover the vehicle. These packages bring the most impact and visibility to a vehicle and are most effective when used with a distinctive type of vehicle or trailer.

Budget Range:

1. Door Graphics: \$180 - \$290
2. Van/Truck Graphics: \$250 - \$900
3. Vehicle "Wraps": \$3,000 - \$4,800

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Panel Signs



Panel Signs

Benefits:

- Relatively inexpensive sign options
- Rigid and lightweight yet outdoor durable
- Can easily incorporate full color advertising
- Can increase weekly sales by 5% -10%

Description:

A panel sign is a generic term for sign products that are made using one of many flat panel types of materials or "substrates". These substrates include such materials as Coroplast, PVC (Sintra), Aluminum, Polystyrene and Wood (MDO).

There are also many composite sheets that combine aspects of standard materials to create hybrids. These materials can include such products as DiBond, Alupalite and Alucabond.

Each substrate has specific capabilities and is suitable for different types of applications, environment and usage conditions. Contact your representative at Signtastic for facts on how to address your specific needs.

Budget Range:

1. Coroplast: \$250 - \$450
2. Aluminum: \$350 - \$750
3. Wood (MDO): \$450 - \$850

(assumes a 4'x8' area, standard font types, standard color, standard post(s) and professional installation)

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Electric Cabinets



Electric Cabinets

Benefits:

- High visibility, especially with fast moving traffic
- Dramatically increase impulse sales
- Creates true 24 hour, 7 days a week advertising exposure
- Pole mount electric signs can increase overall revenues 22% - 34% annually

Description:

Typical electrical cabinets are fabricated from formed (extruded) aluminum sides. The light-up "face(s)" are made from polycarbonate (or Lexan) which is a highly durable, impact resistance, plastic material. The graphics are high performance vinyl but it is not unusual for them to be painted as well.

The standard light source for electrical cabinets is comprised of banks of fluorescent bulbs which are manufactured specifically for exterior sign lighting and are relatively easy to maintain.

Electrical cabinets can be mounted directly to a wall, on a pole or between two poles with the sign manufacturer making the final electrical connection.

Budget Range:

\$4,500 - \$7,500

(assumes a 4'x8' area, standard font types, standard colors, extruded cabinet structure, permits, engineer drawings, standard post(s) and professional installation)

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Channel Letters



Channel Letters

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)

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Carved Sign



Carved Sign

Benefits:

- Convey longevity and antique charm
- Dimensional aesthetic with a “craftsman’s” touch
- Creates true 24 hr, 7 days a week advertising (with exterior lights)
- Can increase overall revenues 12% - 27% annually

Description:

A standard sand carved or “sand blasted” sign is hand crafted by a professional sign maker. The typical woods used are redwood, cedar, and sometimes balsa. These woods are the traditional choices due to their high resistance to decay and the visually appealing grain and texture that is revealed in the background.

The other type of material utilized for sand carved signs is HDU (High Density Urethane) which has been a popular alternative due to its excellent stability, versatile manufacturing options and the fact that it is impervious to decay.

Budget Range:

\$3,500 - \$5,500

(assumes a 4’x8’ area, standard font types, standard colors, Cedar or HDU and includes permits, engineer drawings, standard posts and professional installation)

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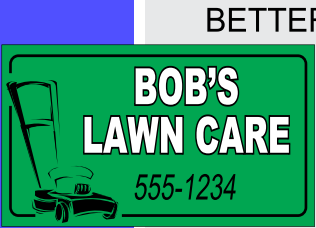
Basic Design

Contrast & Visibility

**GOOD CONTRAST
HIGH VISIBILITY**

**BAD CONTRAST
LOW VISIBILITY**

Common Color Combinations



Basic Design

The effectiveness of every sign is defined by several factors...

1. Readability: The size of the sign should consider the distance to the intended audience and how fast they are moving. The goal is to communicate to them quickly and allow them enough time to make a decision to visit your business.

2. Key Words: A brief 2-3 word message communicates much more effectively than attempting to put a "laundry list" of services and products on your sign.

3. Graphics / Symbols: Symbols, Graphics or logos that clearly communicate your business to potential clients often convey more than the words themselves.

4. Color: When additional colors are present on a sign it has been shown to increase retention by 78%. Add a second color to get your message across and consider full color for maximum impact.

5. Materials: What you choose to have your sign made from also speaks to your customers. Cheap materials and a stark layout communicates discount prices and no frills. Expensive materials and elegant accents suggest luxury goods and exceptional service.

Permits

Permitting

Most cities and local governing bodies require permits when it comes to signs and have developed a “sign code” that all individuals and organizations are required to adhere to. These codes are written to protect the public health, safety and welfare while staying within Constitutional requirements. The regulation of these signs usually fall under two categories... Material/Electrical/Structural and Zoning (land use) Issues.

As a general rule a reputable sign company will be well versed in the local sign codes and the required methods of obtaining necessary permits, inspections and certifications.

It is not recommended to ever attempt to circumvent the local codes regardless of the temptation save money on the fees. While an organization’s sign violation might escape notice in the short term eventually local zoning enforcement agents will see the sign and then you could be liable for expensive fines and judgements usually requiring the immediate removal of the illegal sign at your expense.

Budget Range:
\$300 - \$900 (variances / graphics reviews etc.)

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SBA Resources

SBA Resources

SBA (Small Business Administration):

<http://sba.gov/starting/signage/index.html>

SIGN PROJECT

Question 1: Do you have an existing logo, graphic or brand ID that you wish to incorporate into this project(s)?

- Yes = Please gather your existing artwork in all of the forms (physical & digital) you have and make it available at your meeting.
- No = Please gather any ideas and possible concepts that you feel would best represent your ideas for how you wish the organization to be portrayed. Be sure to give consideration to your target markets and desired customers?

Question 2: What colors do you specifically like and/or dislike?

Question 3: Have you considered your goals & objectives? What do you want to accomplish or, more importantly, what problem(s) do you wish to solve with this sign, logo, graphic, animation? List them here...

Question 4: How / Where do you plan to use your graphics?

- Storefront Vehicle(s) Business Cards Letterhead
- Hats T-Shirts Direct Sales POP (Point of Purchase)
- Website Other _____

Question 5: Have you done any research on signs & graphics in order to make a better educated decision for your organization? An easy and readily available resource is the SBA (Small Business Association) website at...

<http://www.sba.gov/starting/signage/faqs.html>

Question 6: What have you determined your budget to be? Every purchase a business makes should be carefully weighed against the expected return. "Custom Designed" products can often include hundreds of possible solutions with widely different price ranges from \$25 to \$125 thousand! Take the time to discuss this issue and come to a realistic figure.

* Please note that this is not a "blank check" but is intended to help give your sign & graphics professional a measure with which to narrow down your possible solutions.

Anticipated Budget: \$ _____ to \$ _____

Introduction:

With any business decision it is vitally important for the owner or project leader to establish the direction that each organization needs to move.

This is doubly true when working with any kind of "custom designed" product as only the final decision maker can truly and accurately identify what criteria is vital to his / her final decision.

By taking the time to completely answer these questions you will identify these key factors and, consequently, you will empower your sign & graphics professional to guide you towards the most effective solution for your organization.

Information provided by...

