



# VAN LETTERING & GRAPHICS

## PRICING & OPTIONS



Sample Illustration & Layout shown for 2020 Mercedes Benz 2500 Van

# Minimize fading with Solar Protection!



When the sun starts beating down on your Van Lettering & Graphics, Which Level of Solar Protection Will You Need?

**STANDARD**  
Medium Protection

UV Rating up to  
**SPF 36**  
**3 YEARS**

**PREMIUM**  
High Protection

UV Rating up to  
**SPF 60**  
**5 YEARS**

**ULTRA-PREMIUM**  
Maximum Protection

UV Rating up to  
**SPF 120**  
**10 YEARS**

**REFLECTIVE**  
Maximum Protection

UV Rating up to  
**SPF 120**  
**10 YEARS**

Get Clear, UV Protective Laminate to Improve the Fade-Resistance of Your New Van Graphics!



← Clear, 3M Brand,  
UV Protective Laminate

Seals and protects from the rain, sun and road grime.

**the**  
**SignChef**  
.com

# Coverage Options

## HIGH COVERAGE

*Maximum Visibility & Brand Recognition*



## MEDIUM COVERAGE

*Average Visibility*



## LOW COVERAGE

*Lowest Visibility*



\*Low Coverage does not include Rear graphics.

# Coverage Options

## HIGH Coverage

### **Maximum Visibility & Brand Recognition:**

The best way for your Company or Brand to be seen and recognized. The highest visibility insures your message is communicated effectively and professionally.



## MEDIUM Coverage

### **Average Visibility**

Our most popular branding package, this is a great value for those who are in need of mobile image branding as well as the most coverage for the price.



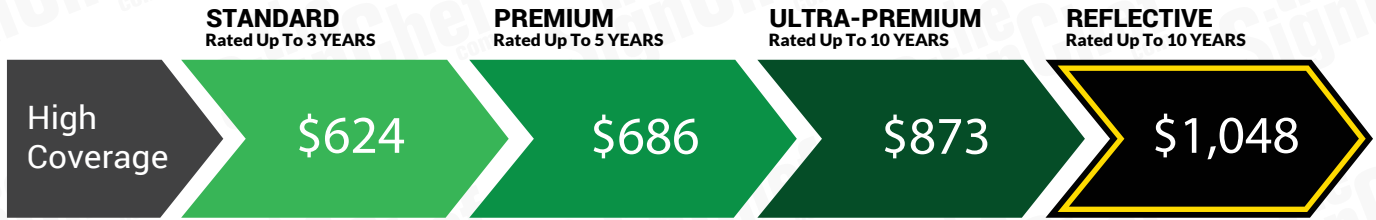
## LOW Coverage

### **Lowest Visibility:**

Ideal for small budgets this coverage option communicates your message or Brand with the smallest footprint.

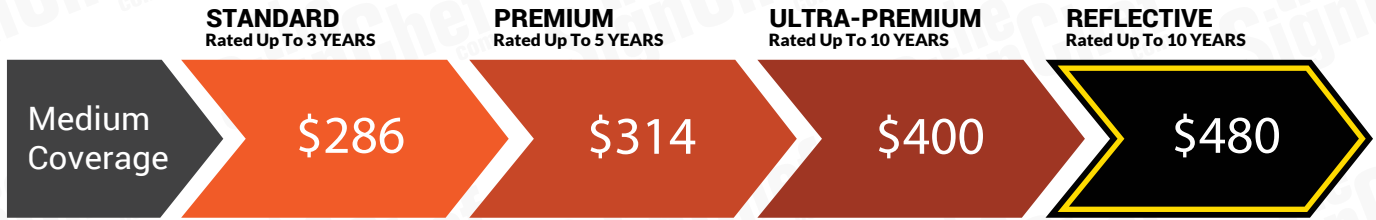


# Pricing Options for High Coverage



\*All measurements are approximate and can vary depending on your vehicle and graphics

# Pricing Options for Medium Coverage



\*All measurements are approximate and can vary depending on your vehicle and graphics

# Pricing Options for Low Coverage



\*Low Coverage does not include Rear graphic.

\*All measurements are approximate and can vary depending on your vehicle and graphics

# PRICING & COVERAGE OPTIONS



TOTAL COVERAGE			
	Right Side	Left Side	Back Side
High Coverage*	38" X 105"	38" X 105"	51.5" X 57"
Medium Coverage	23" X 64"	23" X 64"	18" X 46"
Low Coverage	17.5" X 48"	17.5" X 48"	N/A

\*Final Price will be dependent upon the level of coverage you select and grade of vinyl



# COVERAGE SPECIFICATIONS

## HIGH COVERAGE

38" X 105" Overall Size\*

25.5" tall LOGO →

6.5" tall letters →

← 7" tall letters

**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



38" X 105" Overall Size\*

25.5" tall LOGO →

6.5" tall letters →

← 7" tall letters

**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



## SIDES

## BACK

51.5" X 57" Overall Size\*

21" tall LOGO →

← 3.5" tall letters

← 3" tall letters

**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244

**Commercial & Residential**

• Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



\*All measurements are approximate and can vary depending on your vehicle and graphics

# COVERAGE SPECIFICATIONS

## MEDIUM COVERAGE

23" X 64" Overall Size\*

16" tall LOGO →

4" tall letters →

4.5" tall letters ←



**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



23" X 64" Overall Size\*

16" tall LOGO →

4" tall letters →

4.5" tall letters ←



**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



## SIDES

## BACK

18" X 46" Overall Size\*

17" tall LOGO →

2.75" tall letters ←

4" tall letters ←



*Commercial & Residential*  
**ABSOLUTE**  
LANDSCAPING  
PORTSMOUTH, RI  
(401) 293-0244



\*All measurements are approximate and can vary depending on your vehicle and graphics

# COVERAGE SPECIFICATIONS

## LOW COVERAGE

17.5" X 48" Overall Size\*

12" tall LOGO

3" tall letters



**ABSOLUTE**  
LANDSCAPING  
**PORTSMOUTH, RI**

**(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care

3.5" tall letters



17.5" X 48" Overall Size\*

12" tall LOGO

3" tall letters



**ABSOLUTE**  
LANDSCAPING  
**PORTSMOUTH, RI**

**(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care

3.5" tall letters



## SIDES

\*Low Coverage does not include Rear graphic.

\*All measurements are approximate and can vary depending on your vehicle and graphics

# What makes the different grades of Vinyl, *different?*

## **STANDARD GRADE - Rated up to 3 years**

- **Standard Ink**
  - **Standard Vinyl**
  - **Standard Laminate**
- Standard Grade Vinyl Package has the Lowest price point and is perfect for short term use.

## **PREMIUM GRADE - Rated up to 5 years**

- **Premium Ink**
  - **Premium Vinyl**
  - **Premium Laminate**
- Premium Grade Vinyl Package features air-release technology for smoother and easier, bubble-free applications.

## **ULTRA-PREMIUM GRADE - Rated up to 10 years**

- **Ultra-Premium Ink**
  - **Ultra-Premium Vinyl**
  - **Ultra-Premium UV Protective Laminate**
- Ultra-Premium Grade Vinyl Package features advanced air-release technology that yields professional quality results.

## **REFLECTIVE ULTRA-PREMIUM GRADE - Rated up to 10 years**

- **Ultra-Premium Ink**
  - **Ultra-Premium Vinyl**
  - **Ultra-Premium UV Protective Laminate**
- Enhances night-time visibility, offers the same features as our Ultra-Premium Grade Vinyl.

# Why Van Graphics?



97%

Of People Remember Ads placed on vehicles versus just 20% for Billboards



80%

Increase in Visual Impression



30,000-70,000 DAILY

Vehicle Graphics have the ability to reach between 30,000 and 70,000 people Daily

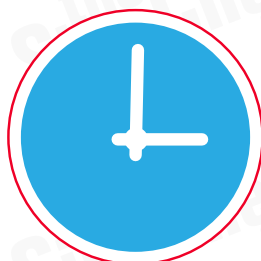
**\$.77 Cents**

Per 1,000 Impressions



**24/7**

Advertising



**29%**

Buy Based On Vehicle Ads

