



# VAN LETTERING & GRAPHICS

## PRICING & OPTIONS



Sample Illustration & Layout shown for 2015 Ford Transit T250 Cargo 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

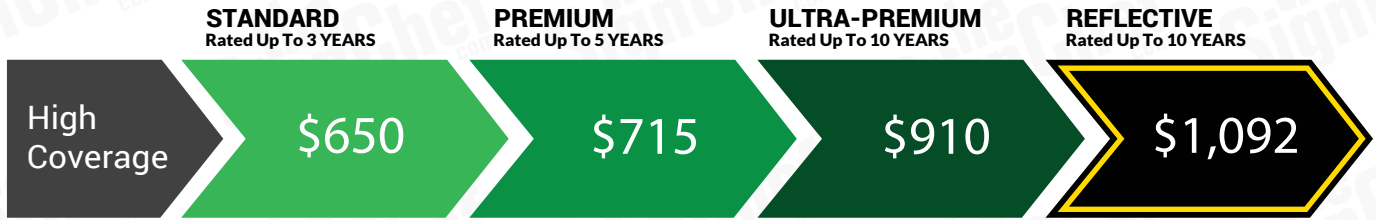
### **Lowest Visibility:**

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*  | 38.5" X 113" | 38.5" X 113" | 25" X 56.5" |
| Medium Coverage | 23" X 68.5"  | 23" X 68.5"  | 20" X 42"   |
| Low Coverage    | 25" X 56"    | 25" X 56"    | N/A         |

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



# COVERAGE SPECIFICATIONS

## HIGH COVERAGE

38.5" X 113" Overall Size\*

25.5" tall letters →  **ABSOLUTE** ← 7.25" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI**  
6.25" tall letters → **(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



38.5" X 113" Overall Size\*

 **ABSOLUTE** ← 7.25" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI** ← 6" tall letters  
6.25" tall letters → **(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



## SIDES

## BACK

25" X 56.5" Overall Size\*

13" tall LOGO →  **ABSOLUTE** ← 4" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI**  
**(401) 293-0244 Commercial & Residential** ← 3" tall letters  
• 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 68.5" Overall Size\*

16.75" tall



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

4.5" tall letters

3.5" tall letters



23" X 68.5" Overall Size\*



4" tall letters



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

4.5" tall letters

3.5" tall letters

### SIDES

### BACK

20" X 42" Overall Size\*

**Commercial & Residential**

2.5" tall letters

15" tall LOGO



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

3.75" tall letters



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

# COVERAGE SPECIFICATIONS

## LOW COVERAGE

25" X 56" Overall Size\*



25" X 56" Overall Size\*



## 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

