



TRUCK LETTERING & GRAPHICS

PRICING & OPTIONS



Sample Illustration & Layout shown for 2017 Ford F150 Crew Cab Standard Bed

Minimize fading with Solar Protection!



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

STANDARD
Medium Protection

SPF
36 UV Rating up to
3 YEARS

PREMIUM
High Protection

SPF
60 UV Rating up to
5 YEARS

ULTRA-PREMIUM
Maximum Protection

SPF
120 UV Rating up to
10 YEARS

REFLECTIVE
Maximum Protection

SPF
120 UV Rating up to
10 YEARS

Get Clear, UV Protective Laminate to Improve
the Fade-Resistance of Your New Truck 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*	19" X 128"	19" X 128"	27" X 102"
Medium Coverage	19" X 100"	19" X 100"	16" X 56"
Low Coverage	14" X 38"	14" X 38"	N/A

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

COVERAGE SPECIFICATIONS

HIGH COVERAGE

19" X 128" Overall Size* (Per Side)

14" tall letters →

5" tall letters →

(401) 293-0244

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



ABSOLUTE
LANDSCAPING
PORTSMOUTH, RI

← 3.25" tall letters



SIDES

BACK

27" X 102" Overall Size*

2" tall letters →

Commercial & Residential
• Lawn Care Services • Fertilization
• Weed Control • Tree and Shrub Care

(401) 293-0244

← 4" tall letters



ABSOLUTE
LANDSCAPING

← 4" tall letters



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

COVERAGE SPECIFICATIONS

MEDIUM COVERAGE

19" X 100" Overall Size* (Per Side)

4" tall letters → (401) 293-0244

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

8.5" tall LOGO →



ABSOLUTE
LANDSCAPING
PORTSMOUTH, RI

← 2.5" tall letters



SIDES

BACK

16" X 56" Overall Size*

6" tall LOGO →



ABSOLUTE
LANDSCAPING
PORTSMOUTH, RI
Commercial & Residential

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

(401) 293-0244

← 3.5" tall letters



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

COVERAGE SPECIFICATIONS

LOW COVERAGE

14" X 38" Overall Size* (Per Side)

7.25" tall LOGO



ABSOLUTE
LANDSCAPING
PORTSMOUTH, RI

2.75" tall letters

(401) 293-0244 *Commercial & Residential*

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

1.75" 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.

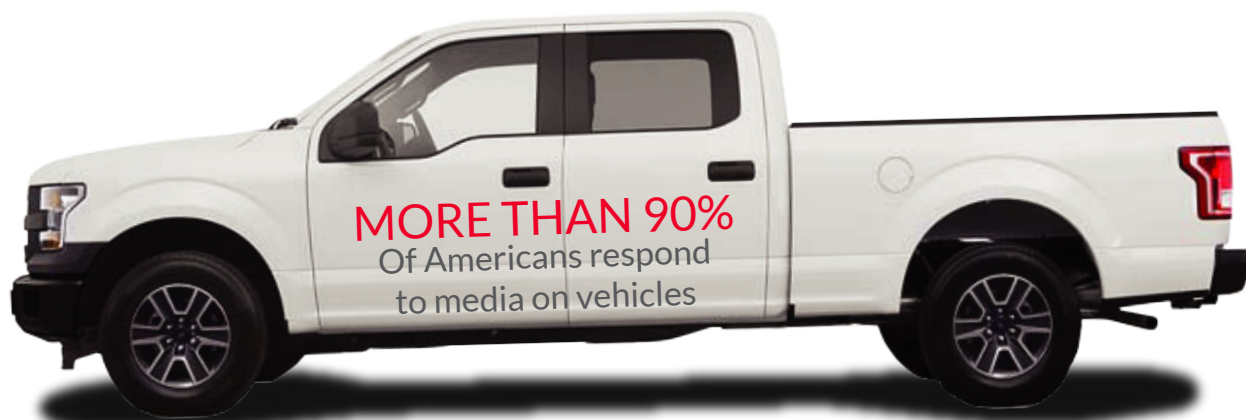
ULTRA-PREMIUM GRADE - Rated up to 10 years

- **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 Truck 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

