

# TRUCK LETTERING & GRAPHICS

## PRICING AND OPTIONS

# the SignChef .com



2015 Chevy Express  
Cutaway Box Truck

# Coverage Options

## HIGH COVERAGE

*Maximum Visibility & Brand Recognition*



## MEDIUM COVERAGE

*Average Visibility*



## LOW COVERAGE

*Lowest Visibility*



\*Low Coverage does not include Rear graphic.



# How are prices calculated for Truck Lettering, Logos & Graphics?

**Prices are based on Grade & Size.**

**Grade** = The type of vinyl determines outdoor durability & fade-resistance.



**Size** = The overall size and amount of coverage of the Vinyl Graphics.

You can readily select the  
**SIZE & GRADE**  
that works best for your budget!

High  
Coverage

Medium  
Coverage

Low  
Coverage



# 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

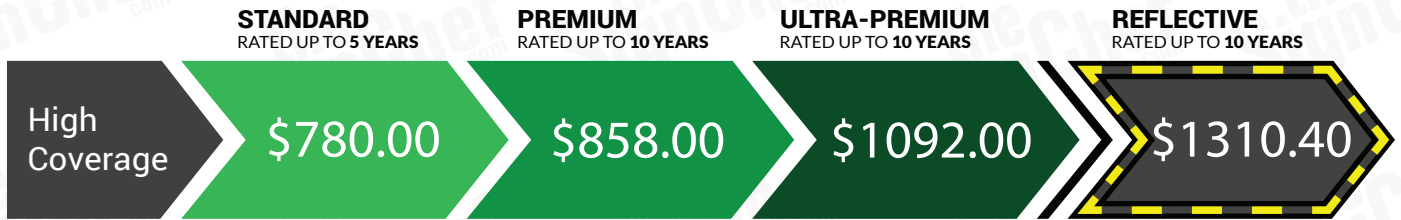
### **Lowest Visibility:**

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 vehicle application

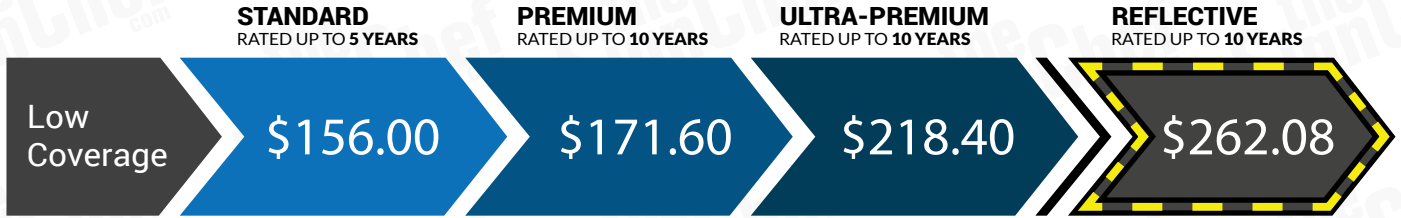
# Pricing Options for Medium Coverage



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



# Pricing Options for Low Coverage



\*Low Coverage does not include Rear graphic.

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

# SUMMARY OF PRICING & COVERAGE OPTIONS



TOTAL COVERAGE			
	Right Side	Left Side	Back Side
High Coverage	45" X 132"	45" X 132"	35" X 78"
Medium Coverage	28" X 82"	28" X 82"	22" X 50"
Low Coverage	25.5" X 58"	25.5" X 58"	N/A

# COVERAGE SPECIFICATIONS

## HIGH COVERAGE

45" X 132" Overall Size\*

33" tall letters →

8" tall letters →

9" tall letters

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

45" X 132" Overall Size\*

8" tall letters →

9" tall letters

6.5" tall letters

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

## SIDES

## BACK

35" X 78" Overall Size\*

18.25" tall LOGO →

5.5" tall letters

4" tall letters

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

\*All measurements are approximations and can vary depending on vehicle application

# COVERAGE SPECIFICATIONS

## MEDIUM COVERAGE

28" X 82" Overall Size\*

20" tall →  **ABSOLUTE** ← 5.5" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI** ← 4" tall letters  
**(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



28" X 82" Overall Size\*

 5" tall letters →  **ABSOLUTE** ← 5.5" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI** ← 4" tall letters  
**(401) 293-0244** • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care

### SIDES

### BACK

22" X 50" Overall Size\*

12" tall LOGO →  **ABSOLUTE** ← 3.5" tall letters  
LANDSCAPING  
**PORTSMOUTH, RI** ← 2.5" tall letters  
**(401) 293-0244** Commercial & Residential  
• Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



\*All measurements are approximations and can vary depending on vehicle application



# COVERAGE SPECIFICATIONS

## LOW COVERAGE

25.5" X 58" Overall Size\*



25.5" X 58" Overall Size\*



**SIDES**

\*Low Coverage does not include Rear graphic.

\*All measurements are approximations and can vary depending on vehicle application

# Why Truck Graphics?



97%

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



80%

Increase in Visual Impression



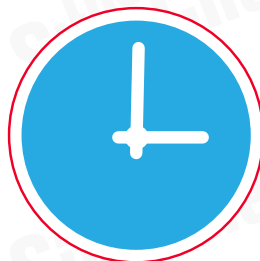
30,000-70,000 DAILY

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



# Minimize fading with Solar Protection!



When the sun starts frying the beautiful colors of your new Truck 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**



### Clear, UV Protective Laminate Improves the Durability & Fade-Resistance of Your Van Lettering & Graphics



Clear, Dura Shield Protective Laminate

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



# 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.



**PROFESSIONAL TRUCK SIGNS AND LETTERS FOR YOUR BUSINESS!**

Every business has competition and staying one step ahead can mean the difference between success and just surviving. Why not use your company vehicles for advertising. Your company trucks already travel all over town, why not make them an advertising billboard on wheels and mobile. Traveling all over town and being seen in your target market area can increase your company awareness and exposure. Using vinyl letters and decals (graphics) to advertise is not only affordable, its practical. With your new letters and decals from TheSignChef.com you promote your business message effectively and professionally.



**Clear, DuraShield  
 Protective Laminate**

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

**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.



**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!

We offer a variety of options to design and customize your vinyl van letters and decals. You can completely design your own, customize a template, or even have our in-house designers do it for you.

***All these services are offered to you FREE of charge!***

# Are you worried the vinyl letters you get may be too difficult for you to apply?

If you've never applied vinyl letters before, the process can seem pretty intimidating at first. You don't want to "mess up" and get the letters crooked. Or even worse, botch the job so badly you have to buy another set and start all over again.

Fortunately, the vinyl graphics you get from us are literally "Goof Proof". With our Vinyl Magic Application Kit, you'll be able to apply your vinyl lettering just like a professional... the first and every time.



**GOOF-PROOF**  
**REPLACEMENT**  
**GUARANTEE**



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