

# MORE SIGNS = MORE BUSINESS

## COST EFFECTIVE

On premise  
signs cost:  
**15¢**  
vs. \$3.47 for  
newspapers and  
\$13.20 for tv.

**WE SELL  
WIDGETS**

**WIDGETS  
FOR SALE**

**NEW  
BUSINESS**

## LAUNCH SUCCESS

Signs attract  
**50%**  
of a start-up  
businesses new  
customers.

## INCREASE REVENUES

A new pole sign  
can increase  
revenues from:

**5.9%** To  
**12.3%**

**GREAT  
BUSINESS**

## MORE IS BETTER

One additional on premise  
sign can increase sales by:

**4.75%**

## IMPROVE TRAFFIC

Window graphics account  
for drawing in,  
of store traffic **25%**

## BOOST SALES

Floor Graphics  
increase sales by: **17%**

## AWARENESS

**46%**

become first time  
customers of a  
business because  
of their signs.

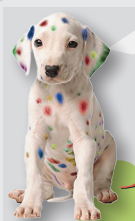
**SIGNS  
IDENTIFY  
YOUR STORE**

**SIGNS  
COMMUNICATE  
YOUR BRAND  
IDENTITY**

**SIGNS  
MARKET  
A PRODUCT  
OR IDEA**

*It All Starts with an Idea*

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