



# TRUCK LETTERING & GRAPHICS

## PRICING & OPTIONS



Sample Illustration & Layout shown for 2015 Ford 16' Box Truck

# 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

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 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*	54.5" X 160"	54.5" X 160"	37.5" X 84"
Medium Coverage	34" X 100"	34" X 100"	25" X 56"
Low Coverage	27" X 60"	27" X 60"	N/A

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



# COVERAGE SPECIFICATIONS

## HIGH COVERAGE

54.5" X 160" Overall Size\*

40" tall letters →  **ABSOLUTE** ← 10.75" tall letters  
LANDSCAPING  
PORTSMOUTH, RI  
9.5" tall letters → (401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



54.5" X 160" Overall Size\*

10.75" tall letters ←  **ABSOLUTE** ← 10.75" tall letters  
LANDSCAPING  
PORTSMOUTH, RI ← 9" tall letters  
9.5" tall letters → (401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



## SIDES

## BACK

37.5" X 84" Overall Size\*

20" tall LOGO →  **ABSOLUTE** ← 5.5" tall letters  
LANDSCAPING  
PORTSMOUTH, RI ← 4" tall letters  
(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

34" X 100" Overall Size\*

25" tall →



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

← 6.5" tall letters  
← 6" tall letters

34" X 100" Overall Size\*



6" tall letters →

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

← 6.5" tall letters  
← 6" tall letters

### SIDES

### BACK

25" X 56" Overall Size\*

13" tall LOGO →



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

← 3.75" tall letters  
← 3" tall letters

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

# COVERAGE SPECIFICATIONS

## LOW COVERAGE

27" X 60" Overall Size\*



27" X 60" 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 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

