



# TRUCK LETTERING & GRAPHICS

## PRICING & OPTIONS



Sample Illustration & Layout shown for 2018 Freightliner 26' 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  
**3 YEARS**

**PREMIUM**  
High Protection



UV Rating up to  
**5 YEARS**

**ULTRA-PREMIUM**  
Maximum Protection



UV Rating up to  
**10 YEARS**

**REFLECTIVE**  
Maximum Protection



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.



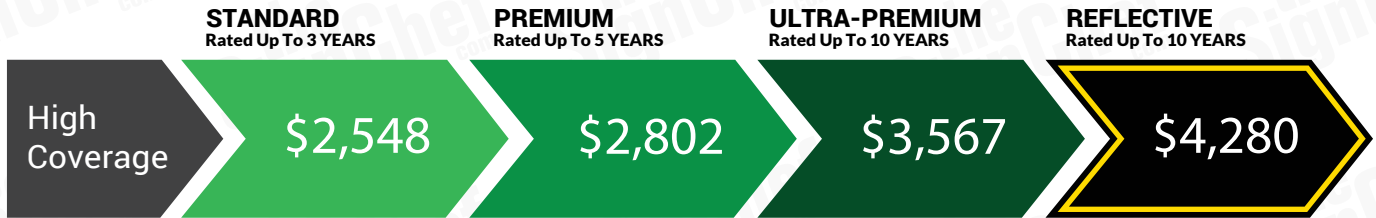
## LOW Coverage

### **Lowest Visibility:**

Ideal for small budgets this coverage option communicates your message or Brand with the smallest footprint.

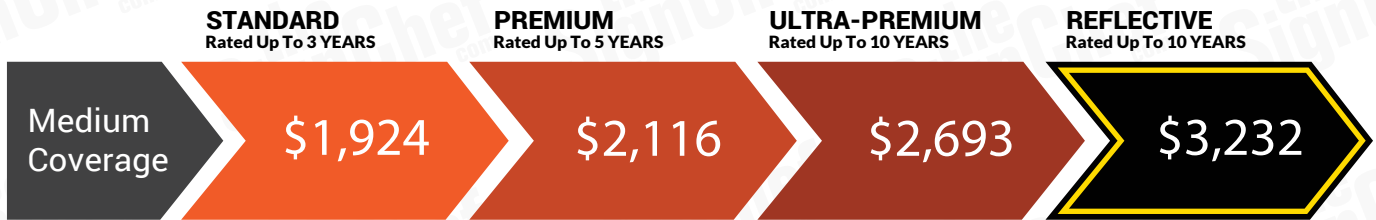


# Pricing Options for High Coverage



\*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

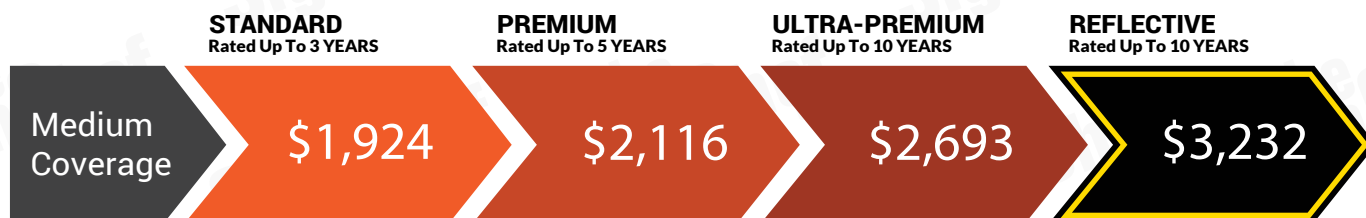
# Pricing Options for Low Coverage



\*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*	89" X 260"	89" X 260"	44" X 98"
Medium Coverage	66" X 195"	66" X 195"	33" X 74"
Low Coverage	50" X 146"	50" X 146"	N/A

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



# COVERAGE SPECIFICATIONS

## HIGH COVERAGE

89" X 260" Overall Size\*

64" tall letters →

15.5" tall letters →

← 17" tall letters



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

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89" X 260" Overall Size\*

64" tall letters →

15.5" tall letters →

← 17" tall letters



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## SIDES

## BACK

44" X 98" Overall Size\*

23" tall logo →

5" tall letters →

← 7" tall letters



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

# COVERAGE SPECIFICATIONS

## MEDIUM COVERAGE

66" X 195" Overall Size\*

48" tall logo →  **ABSOLUTE** ← 13" tall letters  
LANDSCAPING  
PORTSMOUTH, RI

12" tall letters → (401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



66" X 195" Overall Size\*

48" tall logo →  **ABSOLUTE** ← 13" tall letters  
LANDSCAPING  
PORTSMOUTH, RI

12" tall letters → (401) 293-0244 • Lawn Care Services • Fertilization  
• Weed Control • Tree and Shrub Care



## SIDES

## BACK

33" X 74" Overall Size\*

17" tall logo →  **ABSOLUTE** ← 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

## LOW COVERAGE

50" X 146" Overall Size\*



50" X 146" 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

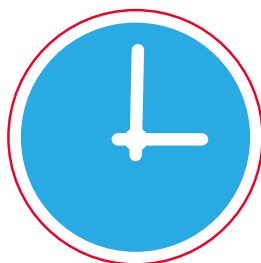
**\$.77 Cents**

Per 1,000 Impressions



**24/7**

Advertising



**29%**

Buy Based On Vehicle Ads

