

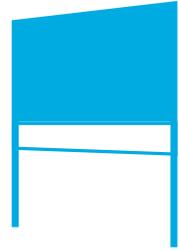
YARD SIGNS

Stake your claim to these affordable, effective promotional signage options!

 Yard signs are called a lot of names, including lawn signs, Coroplast[®] signs, plastic signs and bandit signs. But, whatever name they go by, it's hard for people to go by one without noticing them! Perhaps that's why you see them in yards almost everywhere, and for any number of different promotional or informational purposes.

Why are lawn signs so effective? Here are two main reasons, among many. Usually positioned at a curb or in a front yard — and against a neutral, non-competing background, (i.e., a green and otherwise sign-free lawn) — they're nearly impossible to miss!

What's more, yard signs are so economical (and reusable) there's little reason to hold back on their placement. Why use only one lawn sign when two, three, four or more will carry your message all that more effectively? Many advertisers buy them in bulk — purchasing dozens or more at a time for just this reason!



YARD SIGNS EXPLAINED

Before delving into the many ways you can benefit from lawn signs, it might help to take a moment to further describe them. They typically feature a rectangular panel of corrugated plastic for which your signage provider will create a custom design and print your logo, text, graphics, photo or corporate colors. (Note: "Less is more" here; the signage size is limited. So, too much message and not enough white or neutral space will impair readability!)

You'll have your choice of several mounting options, which are usually not included with the sign panels but are often purchased at the same time.

Most choose a heavy-gauge wire stake in the shape of an "H" or a molded plastic stake in the form of a "Y." The upper portions extend upward through the corrugated fluting in the plastic sign panel and down into the lawn to mount your choice. A built-in rung enables you to "step" the stake into the lawn. Another option is the familiar wooden stake which you tap into the ground with a mallet. With all these selections, installing your yard sign is easy, and removing it later is, too!

MORE BENEFITS TO ENJOY

Beyond excellent affordability and easy posting (and re-posting), there's a lot more to like about yard signs. They are:

- > **Flexible:** The most popular size for lawn signs is 24-inch x 24-inch. But 18-inch x 12-inch, 24-inch x 24-inch and 36-inch x 24-inch dimensions are also common. Need something smaller, bigger or cut in a custom shape other than a rectangle? Or, would you prefer your sign in a vertical rather than a horizontal orientation? Your signage provider will be able to help you.
- > **Appealing:** As mentioned, lawn signs are usually produced on high-quality corrugated plastic (which often goes by the brand name Coroplast[®]). They're often digitally printed in four colors with abrasion-, fade- and weather-resistant UV ink. As a result, you get a custom yard sign with vibrant, gorgeous colors that stand up well to the elements, making them not only attractive but also durable.

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- > **Versatile:** Many choose to have their lawn signs printed on both sides for excellent readability from two directions. But some applications call for only single-sided printing, and that's readily available, too.
 - > **Reusable:** While yard signs aren't permanent signage solutions by any means, they're tough enough to use and reuse in most applications. Assuming there are no extreme weather conditions, your lawn signs should last for two or more years of outdoor use. Care is as easy as an occasional wipe-down with warm water and a mild liquid detergent.
 - > **Portable and storable:** Easy to post and pull up, lawn signs are also easy to transport and store. They're light in weight. They lie flat in the trunk of your car from site-to-site or in your back room between applications. For longer terms, it's suggested you store your yard signs in a dry, cool room. Also, be sure not to stack anything heavy on them to keep them from bending.
 - > **Adaptable:** Many of the qualities that make yard signs so suitable for outdoor applications also make them popular for indoor use! These signs in corrugated plastic are often hung from ceilings or mounted on interior walls. Just ask your signage provider to add grommets to the top two or all four corners so that you can suspend them with rope or cable. Another option? Use tape, adhesive or suction cups to attach the plastic sign to windows.
 - > **Timely:** While not instant signage solutions, lawn signs can often be custom designed, fabricated and delivered quickly when compared to many other signage options. Another plus: Many signage providers allow you to create your design from templates, further speeding the production process.

THREE OF THE MOST POPULAR APPLICATIONS

Given their economy and effectiveness — especially in residential settings — lawn signs are a “go-to” choice as:

- > **Real estate signs:** Realtors® use yard signs to alert motorists to available homes for sale or lease. They're also employed to supplement regular real estate signs and call attention to open houses.
- > **Contractor signs:** Drive through any subdivision on a summer's day and you're likely to see a lawn sign advertising “Reliable Roofing Services” or “Quality Construction Company.” Tradesmen place them on lawns to let passersby know that they've earned the trust of a neighbor.
- > **Political campaign signs:** “Bob Smith for Mayor” or “Vote for Proposition A.” The affordability of lawn signs makes them a popular choice for ballot initiatives and election campaigns.

MANY MORE USES FOR LAWN SIGNS

Yard signs are effective signage solutions for other businesses, organizations, municipalities, and families. They use them for applications including:

- > **Retail sales:** “Summer Sale Starts Today!” Mount lawn signs in front of your store, on a window or from a ceiling to signal a sale, the arrival of new inventory, or a seasonal event.
- > **Garage sales:** “Yard Sale Today 10-4.” Alert neighbors to yard sales or tag sales with lawn signs. Stake them in front of your house, at nearby intersections and throughout your neighborhood.
- > **Wedding, reunion and special event signs:** “Robinson Family Reunion This Way→.” Direct guests to ceremonies, receptions, parties and more with yard signs designed to provide directions.

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- > **Graduation signs:** “Congratulations Stephanie, Class of 2018!” Proud parents can acknowledge the graduation of a high school student with a custom sign.
 - > **Baby arrival signs:** “It’s a boy: James Edward Smith!” Let friends and neighbors know of the arrival of a new family member with a celebratory yard sign.
 - > **Welcome home signs:** “Welcome home Corporal Jones!” Celebrate the homecoming of a returning serviceman or woman with a lawn sign.
 - > **Civic event signs:** “Concert in the Park Tonight!” Cities can promote fairs, concerts, charity runs, farmer’s markets and more with lawn signs. Usable year-after-year, they also can alert voters to the location of polling sites.
 - > **Golf sponsorship signs:** “This golf hole sponsored by Acme Plumbing.” Acknowledge your golf-outing sponsors with lawn signs. Reusable, you can store them for use at the outing next year!
 - > **For sale by owner signs:** “For sale or lease: 555-555-5555.” Professional real estate agents aren’t the only ones who can benefit from lawn signs; private sellers can, too!



For more information — or expert assistance — contact Image360®.

At Image360®, we know the best practices for signage, graphics and displays for small businesses — including yard signs of every type — and we use these talents and insights to benefit your company or organization. A national resource with a network of nearby Centers, at Image360 we distinguish ourselves not only with comprehensive solutions but also professional results.