OUTDOOR VINYL BANNERS

Affordable outdoor advertising solutions, banners bring big rewards to small businesses.

Originally made of canvas or paper and today fabricated from weather-resistant polyvinylchloride (PVC), outdoor vinyl banners have long been a "go-to" signage solution for anyone looking to catch the eye — and capture the business — of more prospects!

Research confirms the relevancy of outdoor banners, even in this digital age. Every dollar spent on out-of-home (OOH) advertising generates an average of $5.97 in product sales according to a report released in 2017 by the Outdoor Advertising Association of America (OAAA). Radio, print and digital ads often gain a greater share of campaign dollars, but banners, billboards and the like produce a higher return on investment (ROI).

When used in campaigns, outdoor advertising boosts the performance of other media, too. The OAAA report found that when OOH is incorporated into the media mix, it improves overall campaign revenue ROI. OOH advertising, including banners, increases the effectiveness of print by over 14% and digital search by over 40%.

These research findings — along with the fact that as many as 45% of shoppers stop on impulse — make a strong case for using custom outdoor vinyl banners!

ADDITIONAL ADVANTAGES TO OUTDOOR VINYL BANNERS

Owners and managers of small businesses will want to keep the following in mind when considering outdoor vinyl banners. In addition to the above benefits, they also are:

> **Cost-effective:** Outdoor vinyl banners are more affordable than most other signage. So, consider using more than one for your next promotion. While vinyl banners can be ordered individually, of course you'll save even more when ordering in bulk.

> **Customizable:** Outdoor vinyl banners are printed digitally in full color on your choice of colored vinyl. Include photos, text, graphics and your logo. Go with a vertical or horizontal orientation, choose from standard or custom banner sizes, and print on one or both sides. With outdoor vinyl banners, you enjoy the freedom to make your statement as big, bold and bright as you want!

> **Fast solutions:** Outdoor vinyl banners can be designed and printed quickly when compared to most other options. This speed gives you the flexibility to take advantage of unexpected sales opportunities.

> **Versatile:** Position your outdoor vinyl banners along popular routes or near busy intersections. Hang them from overhead poles or on storefronts, walls, windows and fences. Light in weight, they're easy to mount and easy to move. Try them in various spots until you find the best one.

> **Reusable:** While many use outdoor vinyl banners for one-time events, others employ them on occasion after occasion such as during holiday sales or new inventory arrivals. They don't take up a lot of space if storage is needed and can last for a long time.

> **Weather-resistant:** Bring on the rain, snow and sun! Outdoor vinyl banners will continue to look bright, brilliant and eye-catching even after prolonged exposure to the elements. They're made of highly durable scrim vinyl and printed with UV and fade-resistant inks.

> **Easy storage:** If using outdoor vinyl banners from season to season, wash them with mild detergent and water to clean off any dirt before storing. Also, be sure to dry your banners thoroughly before putting it away since moisture may cause the material to crack. As for storing, roll up your banners with the image on the outside and place them in protective storage tubes. Rolling is preferred over folding since the latter option can create unwanted creases.

DESIGN CONSIDERATIONS FOR OUTDOOR VINYL BANNERS

To make the most of your opportunity when printing and posting banners, focus on simplicity and contrast with your custom design:

> **Select a readable font size:** From what distance will you want people to read your outdoor vinyl banner? This will help you determine the size of your type. The general rule of thumb is 10 inches of letter height for every 100 feet of visibility required.

> **Keep text to a minimum:** In most instances, your outdoor vinyl banner will have only a few seconds to capture a viewer's attention and communicate your message. Choose your text wisely. Another rule of thumb in banner design is to use 15 words or less.

> **Use contrasting colors:** To enhance noticeability and readability, select color combinations that have maximum impact and are also easy on the eyes. White-on-blue or blue-on-white are but two suggestions for eye-catching outdoor vinyl banners.

> **Consider the background:** When thinking of contrasting colors, give some thought to the outdoor vinyl banner's application. A brown banner mounted on a red brick wall storefront would likely blend in whereas a contrasting color will help it stand out and get noticed. A black or white border around the edge of the banner can also help differentiate it from a busy backdrop.

> **Employ high-quality image:** While color, typography and sizing are important, so are photos and graphics. Images can serve as a focal point for your outdoor vinyl banner and therefore catch the eye of passersby. Of course, high-quality graphics not only capture attention but also communicate a message without the need for extra text.

> **Adhere to brand standards:** When making any outdoor vinyl banner design decision, consider the guidelines that apply to your logo as well as corporate colors and type font. Your brand standards should take precedence when weighing creative options for your banner's design.

In need of a banner to announce a sale, promote an event or otherwise benefit your business? For more information — or expert assistance — contact Image360®.

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