

TABLE OF CONTENTS

Preface	7
Executive Summary & Comments	9
Terminology and Definitions	17
Section 1 - Profile of All Respondents Basic Survey Data & Overview	
General Company Data	23
SPE Breakout	25
A Graphic Overview of our Survey Results.....	26
Section 2 - Summary of Pricing - All Respondents	
Market Basket - All Respondents	34
Laminating Services & Pricing	35
Substrates.....	36
Banners and Flags	
Banner Pricing	38
Typically Produced	38
Banner Grommets	38
Vertical Banners & Stands.....	39
Feather Flags.....	39
Mounted Prints, Signs & Decals	
Foam Core Pricing.....	40
4MM Coroplast Pricing - 1-Sided	41
4MM Coroplast Pricing - 2-Sided	42
ACM Panel Pricing.....	43
Aluminum Signs Pricing.....	44
Magnetic Signs Pricing.....	45
Decal Pricing.....	46
Contour Cut Decals	47
Simple Vehicle Decal.....	48
Flat Surface Vehicle Wrap.....	48
Window Perf/Installation.....	49
Vinyl Signs - Pricing Basics	
Vinyl Sign Pricing	50
Vinyl Sign Complex	50
Misc. Hourly Rates & Charges for Vinyl Products.....	51
Custom Vehicle Wrap (Optional Question)	
Method of Installation	52
Selling Price.....	52
Graphics Charge.....	52
Estimated Hours to Install.....	53
Your Hourly Rate for Installation	53
Mark-Up Practices	54
Preferred Outsourced Vendors.....	55
Sample Product Pricing Comparisons – 2015 vs. 2018	56
Section 3 - Summary of Pricing - Sign Sales <= \$75,000	
Market Basket - Sign Sales <= \$75,000	62
Laminating Services & Pricing	63
Substrates.....	64
Banners and Flags	
Banner Pricing	66
Typically Produced	66
Banner Grommets	66
Vertical Banners & Stands.....	67
Feather Flags.....	67
Mounted Prints, Signs & Decals	
Foam Core Pricing.....	68

4MM Coroplast Pricing - 1-Sided	69
4MM Coroplast Pricing - 2-Sided	70
ACM Panel Pricing.....	71
Aluminum Signs Pricing.....	72
Magnetic signs Pricing.....	73
Decal Pricing.....	74
Contour Cut Decals	75
Simple Vehicle Decal.....	76
Flat Surface Vehicle Wrap.....	76
Window Perf/Installation.....	77
Vinyl Signs - Pricing Basics	
Vinyl Sign Pricing	78
Vinyl Sign Complex	78
Misc. Hourly Rates & Charges for Vinyl Products.....	79
Custom Vehicle Wrap (Optional Question)	
Method of Installation	80
Selling Price.....	80
Graphics Charge.....	80
Estimated Hours to Install.....	81
Your Hourly Rate for Installation	81
Mark-Up Practices	82
Section 4 - Summary of Pricing - Sign Sales >= \$250,000	
Market Basket - Sign Sales >=\$250,000	86
Laminating Services & Pricing	87
Substrates.....	88
Banners and Flags	
Banner Pricing	90
Typically Produced	90
Banner Grommets	90
Vertical Banners & Stands.....	91
Feather Flags.....	91
Mounted Prints, Signs & Decals	
Foam Core Pricing.....	92
4MM Coroplast Pricing - 1-Sided	93
4MM Coroplast Pricing - 2-Sided	94
ACM Panel Pricing.....	95
Aluminum Signs Pricing.....	96
Magnetic signs Pricing.....	97
Decal Pricing.....	98
Contour Cut Decals	99
Simple Vehicle Decal.....	100
Flat Surface Vehicle Wrap.....	100
Window Perf/Installation.....	101
Vinyl Signs - Pricing Basics	
Vinyl Sign Pricing	102
Vinyl Sign Complex	102
Misc. Hourly Rates & Charges for Vinyl Products.....	103
Custom Vehicle Wrap (Optional Question)	
Method of Installation	104
Selling Price.....	104
Graphics Charge.....	104
Estimated Hours to Install.....	105
Your Hourly Rate for Installation	105
Mark-Up Practices	106
Section 5 - Appendix	
2018-2019 Signs & Wide Format Pricing Survey Worksheet	109
Comment Sheet.....	121