

Contents

Pricing tables:

- 3-D signs: Sandblasted 22
- Aluminum 24
- Aluminum-faced panels 26
- Banners: 11 oz. 28
- Banners: 13 oz. 32
- Boats 36
- Corrugated plastic 38
- Design services,
installation fees and more 40
- Digital printing: Inkjet 42
- Digital printing: Thermal 44
- Lettering: Vinyl 46
- Magnetics 48
- Overlaid plywood 50
- PVC board 52
- Vehicles 54
- Window graphics 58

- Using the 2009 Sign Pricing Guide . . . 6
- How to determine
your hourly rate 12
- Develop a pricing approach
based on the facts 18
- What's it cost to make it? 59

