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Issue 21

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Featured Customer



Interior Acrylic Sign
for Eye Optique
Houston, TX



Products

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Pickup Graphics

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Car and Mini Vans Graphics

SUV Graphics

RV / Bus Graphics

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Metal Letters & Logos

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Metal Plaques

Trade show Graphics

Trade show Banners

Trade show Banner Stands

Pop Up Displays

Wall / Window Graphics



Dear AliAsgher,

Thank you for taking the time to read our newsletter. Below please find information on Vehicle Wraps and Fleet Graphics. If you would like to **receive a bid for your Vehicle**, please contact us today at signs@saifeesigns.net / 713.263.9900

Choosing the Right Advertising Medium

Taking the right steps in growing a business is an important question on any business owner's or manager's mind. In today's economy when cash is scarce, decision makers need to make smart decisions to **get the best use of their advertising dollars**. They have to pick and choose amongst a wide array of advertising methods including newspapers, magazines, online ads, billboards, vehicle advertising etc. to figure out the least expensive way to reach the maximum amount of target customers to get the

THE RIGHT PACKAGE FOR ANY BUDGET

Vinyl Graphics



Partial Wrap

Wall Graphics

Window Graphics

Etched Glass / Vinyl

Outdoor Signs

Outdoor Letters

Flat Faced Building Signs

Construction / Site Signs

Traffic / Parking Signs

Channel Letters

Outdoor Banners

maximum amount of sales.

Each advertising method has its own advantages and disadvantages and therefore proper consideration is required to pick the right advertising medium. Below please find details on one of these mediums:

Vehicle Advertising. To find out more about the pros and cons of the other mediums, please stay tuned to our upcoming newsletters.

Advantages of Vehicle Advertising

1. **High Reach:** Vehicle Ads are seen everywhere you drive the vehicle. Therefore, they have a very large audience
2. **Low Cost per Impression:** If you divide the no. of people who look at your Vehicle Ads by the cost of your ad, you will realize that the cost is extremely low compared to magazines, billboards, TV, radio and other mediums
3. **Zero Monthly Rent:** While vehicle ads require a large upfront investment they last for 5 years and require no monthly rental payments. As compared to a magazine, TV, radio or a billboard ad that requires a monthly payment, Vehicle Ads are rent free. Moreover, if you divide the typical cost of a Full Wrap Vehicle Ad by 60 months, the monthly expense is only \$50 (\$3000 divided by 60). ***Is there another form of advertising that gives you a big billboard-type advertisement for only \$50 a month?***

Disadvantages of Vehicle Advertising

1. **High Initial Investment:** The cost of a typical Full Wrap for a car / SUV is about \$2500 - \$3500. However, this disadvantage can easily be overcome by using text and graphics to cover only a part of the vehicle instead of wrapping the entire vehicle. While wraps are expensive, Vehicle Lettering ranges between \$200 - \$600 and Partial Vehicle Graphics range between \$800 - \$1800. ***Actual Prices vary depending on no. of colors used in the graphics, size of the graphics and the complexity of installation.***
2. **Mismatched Audience:** While Vehicle Advertising has a very high

Partial Wrap



Full Wrap



reach and is seen by everyone on the streets where you are driving the vehicle; it is quite possible that it is still not being seen by the majority of your target audience. Make sure that your target customers are driving or walking on the same route as your vehicles.

Featured Customer - ***THE WAVE***

The Houston Wave is taking quick steps in growing its business by adding more buses to its fleet of vehicles. At the same time, the company has also decided to get each of its buses fully wrapped by Saifee Signs & Graphics, LLC. The advertising on vehicles is not only attracting more customers by letting Houstonians know about this cool new shuttle service but is also creating a lasting brand image in the minds of its customers that will help differentiate them from other bus services in Houston.



The Scoop on Saifee Signs

Saifee Signs & Graphics, LLC is a specialist in the fleet wrapping business as 70% of our revenue comes from fleet graphics. We strive hard to provide a consistent, quality product to our customers. Our goal is to provide an efficient solution to your graphics needs by **a) minimizing the coordination effort on your end** by offering a complete, one-stop, in-house solution and **b) minimizing your vehicle downtime** by employing trained professionals and offering a complete indoor installation facility:



1. **In-house full service design department**
2. In-house 4000 sf facility with full climate controlled 60 ft. deep indoor installation bay*
3. In-house printing on 3M hi-performance materials with original HP UV-resistant solvent inks**
4. Indoor storage of customer vehicles for nighttime security in our Houston location

* Temperature control ensures that your graphics ***will last for years to come without peeling, cracking or fading***. Our indoor facility helps us give you a ***guaranteed delivery***, rain or shine.

** We use 3M 180cv3 material that comes with a ***5 Yr. warranty for clean & easy removability*** of wraps without damaging OEM painted surfaces + we provide you with a promotional two year labor warranty on our installation work.

**5829 W. Sam Houston Pkwy N.,
Suite 1011, Houston, TX 77041**



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