

MAIL 24/7 4224 W. Charleston Blvd., Las Vegas, NV 89102 Banners

Although not our main business, we have received a surprising number of requests for banners, since we made our own and mounted it on the front of our building. There are two basic styles of banner, the first style where the banner material is loaded in a large inkjet printer, and then printed with fade resistant inks, and the second style which we make, that are decorated with vinyl letters and graphics, applied directly to the banner material. There are pluses and minuses to both types. Printed banners are very colorful and relatively easy and inexpensive to produce. Artwork is limited only by the printer and the designer's imagination. Despite the constant improvement in inks, contrast is limited by the depth of the ink layer that is deposited by the printer, and the desert sun tends to fade the banner, regardless of the ink used. A fully printed image does not have as much differentiation between the sign elements and the printed background, as is true with vinyl letters, so the message tends to blend with the graphics and be less noticed. The print system is clearly superior when pictures are involved, but less effective when presenting text. Our vinyl banners are hand made, starting with an appropriate base material, which is seamed on all sides with an industrial sewing machine, then fitted with mounting grommets, or sewn in lines, as desired. The lettering is the same sign vinyl that we use on any surface, which is very resistant to weathering and fading. The finished result is very readable and durable, and won't cripple your ad budget. Pricing is based on size and complexity, and while we are probably more expensive than printed banners reflecting the additional labor, I am certain we will compete favorably with service and accommodation. As an example, we produce a 48" by 77" for less than \$100.00, depending on artwork. So, call us with your ideas and to discuss price. We will measure the spot where you intend to hang your banner, print out a scaled example for your approval, and build it to size for a perfect fit.

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