



SinaLite

VINYL BANNERS SELL GUIDE



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VINYL BANNERS

WHAT ARE VINYL BANNERS?

Vinyl banners are large, flexible print products made from polyvinyl chloride (PVC), often hung to display visual information indoors and outdoors. They are great for communicating brands, products, events, or messages that can be seen from a distance. They are often grommeted to facilitate hanging and hemmed to prevent fraying or to allow for pole pockets. The vinyl material is waterproof and easy to clean. They are also easily rolled up for storage.

OTHER COMMON NAMES

- Outdoor banners
- Indoor banners
- Hanging banners
- PVC banners
- Sales banners
- Event banners
- Festival banners
- Street banners
- Parade banners
- Store banners
- Trade show banners
- Temporary signs
- Vinyl signs
- Waterproof banners

SIZE

Vinyl banners come in both **standard and custom sizes**.

Our standard sizes range from as small as 12" x 24" to as large as 144" x 96".

STOCK

We offer two different types of vinyl banners.

13oz Matte Vinyl:

The surface of this banner has a duller but elegant, silky finish. Its matte properties reduces glare so that viewers can see the design clearly even under harsh lighting.

13oz Glossy Vinyl:

The surface of this banner has a lustrous sheen that feels smooth to the touch. Its glossy properties are great for bringing out bright colors to make the design pop.

QUANTITIES

Quantities **1-10** are available for both types of vinyl banners.




SETS

If you would like different artwork for each banner, using sets is a quick way order.
Example: Here's how to order 10 banners with a different image on each.

① Choose Quantity: 1→ ② Choose Sets: 10→ ③ Upload a different file for each set.

TURNAROUND

We offer the following turnarounds:

-  Next business day* (cut off time is 1 PM ET)
-  1-3 business days
-  2-4 business days

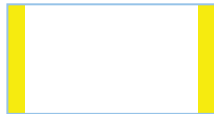
*Available only for some sizes and quantities. Please check out website for more details.

HEMMING

Hemming your vinyl banners helps give them extra strength to protect them from fraying or ripping. It extends the life of your banners so that they can withstand extended outdoor use. It also makes the banners look more professional and reduces potential curling.

To hem the banner, we fold approximately 1 inch from the edge of the vinyl and heat weld it into place. There are 3 hemming options to choose from:

- 2 shortest sides



- 2 longest sides



- All 4 sides



Hemming is especially helpful for banners that have grommets, as it improves the durability of the vinyl edges. Hemming can also create pockets for poles, ropes, or other materials used to hold up the banner.

GROMMETS

Banners can be ordered with grommets. Depending on the size, different grommet options are available. These options include the following:

- Top 2 corners



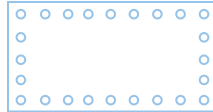
- All 4 corners



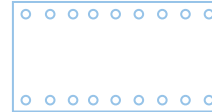
- Every 2 - 3 feet on sides



- Every 2 - 3 feet all around



- Every 2 - 3 feet on top and bottom



You may include grommet placement on your file as small dots.

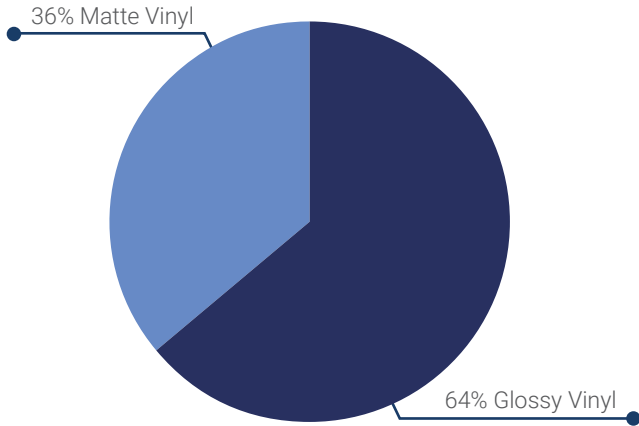
PRICING

For pricing and more information, please visit the [product page](#) of the type of vinyl banner you require.



MATTE VS GLOSSY

Glossy vinyl banners are 28% more likely to be ordered than matte vinyl banners.

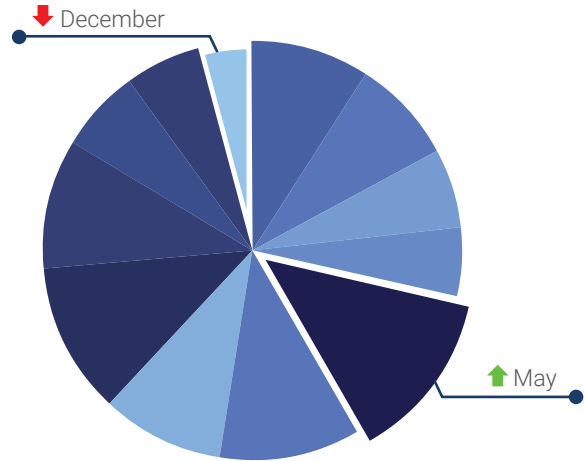


MOST POPULAR MONTHS FOR VINYL BANNERS

Vinyl banners are generally more popular in the **spring and summer**.

Most popular month: May

Least popular month: December

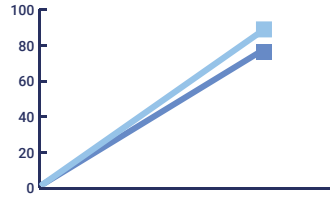




AVERAGE MARKUPS

These are the estimated average markups of vinyl banners based on our data.

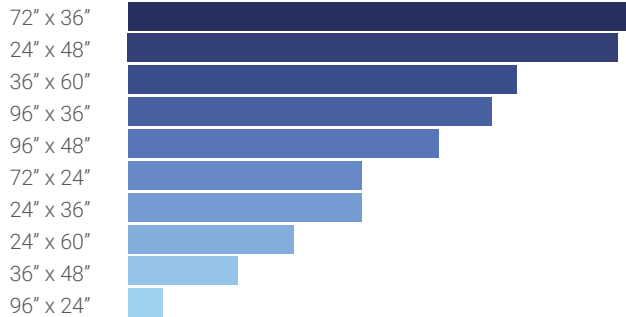
- Glossy Vinyl: 88.56%
- Matte Vinyl: 77.18%



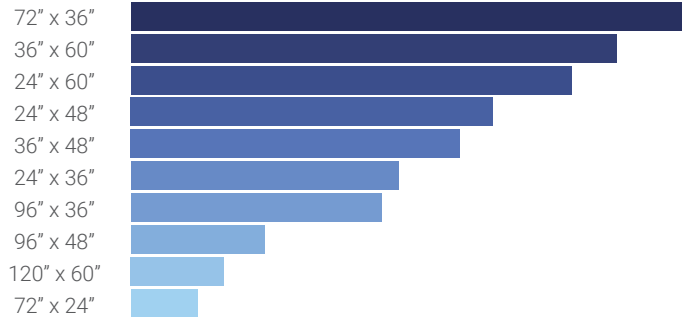
MOST POPULAR SIZES

The overall most popular sizes are 72" x 36", 24" x 48", and 36" x 60".

Top 10 for Glossy Vinyl



Top 10 for Matte Vinyl





DID YOU KNOW?

FACTS ABOUT VINYL BANNERS & OUT-OF-HOME ADVERTISING

- An estimated 50% of people stop noticing a banner after the first 30 days¹
That means it's important to redesign and print a new banner every month!
- Billboard advertising costs anywhere from \$1,500 to \$4,000 in small to mid-sized cities.² Banners cost significantly less but can still get the same amount of traffic when placed strategically.
- Factors that could impact the lifespan of your banners include:³
 - Climate
 - Ink and substrate
 - How you mount your banner
 - Exterior influences other than climate (e.g. people touching the banner)
- Every dollar spent on out-of-home advertising yields an average return of \$5.97 in product sales.⁴
- Out-of-home advertising increases the effectiveness of digital search by more than 40%. It also increases the effectiveness of other print ads by more than 14%.⁴

¹ Austin Sign Co. ² PS Print ³ Let's Go Banners ⁴ Outdoor Advertising Association of America

EVENTS AND PLACES THAT NEED VINYL BANNERS

- Community fairs
- Sporting events
- Golf courses
- Pick-your-own farms
- Music festivals and concerts
- Membership club events
- Religious events
- School events
- Rallies and protests
- Fundraisers
- Construction sites
- Holiday popups
- Garage sales
- Parks and beaches
- Summer camps
- Office parties
- Restaurants, bars, and cafes
- Event venues
- Weddings
- Farmers' markets
- Trade shows
- Book signings
- Store openings and promotions
- Political campaigns and elections
- Car dealerships and rental agencies
- Carnivals and amusement parks
- And more



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