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Is signage expensive?

Signage is the least expensive, yet most effective, form of advertising for independent and national retail businesses.

You pay for the sign once and it works for you 24 hours a day, 7 days a week for years. Use of other media requires paying month after month and you never have the benefit of ownership. You also have no assurance that you're reaching potential customers.

From a business owner's perspective, a sign should not be viewed as an expense, but as a capital investment. When you factor in your return on investment, signs are not expensive. An effective sign will most likely pay for itself many times over.

The price for signage will vary greatly depending upon the size, design, style, manufacturer, and mounting type.
