



Ace Sign Co. designs and produces full color ad panels that put your company at eye level on a city wide basis... 24 hours a day, 7 days a week. You can choose the area of town you want to target and season in which you want to target your product.

TOP 10

Reasons to use bus bench advertising...

1. High visibility at eye level
2. Target marketing by location
3. 24/7 publicity
4. Affordable and effective
5. City wide publicity
6. Reusable panels
7. Seasonal advertising options
8. Over 250 location options
9. Large impact advertising
10. Free professional design



Advertisement with curb appeal.

This chart illustrates the cost per 1,000 impressions

Advertising	CPM	Advertising	CPM
Magazine	\$25	Radio	\$6
Newspaper	\$20	Sm. Billboard	\$4
Internet	\$15	Lg. Billboard	\$2
Television	\$12	Bus Bench	\$.06

Group Packages

	Production Cost	4 Mo. Space Rental	Total Cost
Group of 40	\$3,200	\$3,440	\$6,640
Group of 20	\$1,990	\$1,800	\$3,790
Group of 10	\$1,100	\$890	\$1,990

Production Cost includes Design, Printing, Installation, Maintenance & Removal. Panels Remain Property of Ace Sign Co.

Individual Bench

\$65 per month per location with 2 year contract.
Please ask your sales representative about available locations.



Please call for availability and information about receiving a free proof. It's time to get your message out there with bus bench advertising!



DOWNTOWN BANNER PROGRAM

DOWNTOWN BANNER PROGRAM

Downtown Springfield, Inc. (DSI), a non-for profit organization, operates the banner program under a licensing agreement with the City of Springfield. The program includes considerations of banner appearance, banner content, etc. Accordingly, DSI has developed this program to best achieve the goal.

DSI has contracted with Ace Sign Co. to administer, design, manufacture, install, and remove banners. Ace charges DSI for these services.

MANUFACTURING

Ace Sign Co. offers top quality outdoor webbed banners. For more specifications on the production of these banners, please see the enclosed attachment. Banners are usually completed in seven to ten working days. Banners generated outside of Ace will be considered for display; but must fall within the specifications and requirements of the downtown banner program.

NUMBER OF BANNERS

A minimum of 10 banners, enough for five poles, is necessary to maintain reasonable manufacturing costs. The number of poles is then limited only by the availability. (See attached availability chart).

POLE SELECTION

Ace Sign Co. maintains a listing of pole availability. If you have not received this information in your packet or are in need of the updated schedule, please contact your sales representative immediately. Pole reservations are firm upon payment of the pole rental charge, installation and removal fees.

STORAGE & SAFE KEEPING

Reusable banners can be stored by Ace Sign Co. for no charge.

DESIGN

Ace Sign Co.'s professional design team will work with you to create the perfect downtown banner design for your organization. Quality appearance and content are highly regarded in our downtown designs. Any designs for downtown banners generated outside of Ace must be submitted for design review.



COMMERCIAL ADVERTISING

Banners are not available for commercial advertising. However, DSI will permit the lower 10% (bottom 10 inches) of each banner to list a sponsor.

DSI will consider a business banner in the case of a significant anniversary starting at the 5th year and in 5-year increments thereafter.

COSTS

Please see the attached ordering form for pricing. Just select the type of banner you will be producing and add on the additional charges for installation, removal, and pole rental.

All orders must be accompanied by full payment of the estimated costs. Payments should be made out to:

Downtown Springfield, Inc.
3 W. Old Capitol Plaza, Suite 15
Springfield, IL 62701



DOWNTOWN BANNER PROGRAM

ORDER FORM

Ace Sign Company makes ordering easy! Fill in the necessary information below. Then call, fax, or e-mail our sales team with your order.

BILL TO:	COMPANY NAME		
	ADDRESS	EMAIL	
	CITY	STATE	ZIP
	CONTACT NAME	PHONE	FAX

LOCATIONS:	Please be sure to also fill out all of the information at the top of the attached map and circle the poles you wish to occupy based on the availability chart provided.
-------------------	---

PRODUCT	DESCRIPTION	SIZE	PRICE	QTY.	TOTAL
Banners					
Digitally Printed Banners	18 oz. Double Sided Banner with Pole Pockets	30" x 99"	\$175		
Maintenance					
Installation	installation of Banner (priced per banner)		\$16		
Removal	removal of Banner (priced per banner)		\$16		
Pole Rental	rental cost per pole / per month		\$10		
Design					
Banner Design	standard one time design fee for your custom banner		\$32		

all banners are 30" x 99" double side printed w/ grommets and 3' pockets top & bottom

TOTAL	
--------------	--

ALL PRICES SUBJECT TO CHANGE

PAYMENT METHOD:

After placing your order through Ace Sign Co. you will be instructed to send your payment to Downtown Springfield, Inc. Your requested time slot for the displaying of your banners will not be locked in until payment has been received.

SEND PAYMENTS TO:

ADDRESS:
Downtown Springfield, Inc.
3 W. Old Capitol Plaza, Suite 15
Springfield, IL 62701

PHONE:
217-544-1723

FAX:
217-544-1725



ORDERING:



VISUAL COMMUNICATIONS SINCE 1940

TO ORDER CALL US AT
1-800-531-2997

SEND ORDERS TO:

ADDRESS:
Ace Sign Company
402 N. 4th
Springfield, IL 62702

FAX:
217-522-6842

E-MAIL:
todd@acesignco.com

Purchase Order # _____

Auth. Signature _____

Finish products can not be guaranteed unless proof is approved or camera ready artwork has been provided. All work is to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. **WARRANTY** - All signs **MANUFACTURED & INSTALLED** are guaranteed, for a period of 1 year from the date of installation, to be free of defects in material and workmanship. Defective parts will be replaced, during the first 90 days, without charge for both labor and materials. Defective parts will be replaced, after 90 days up to 12 months, without charge for materials only. **THIS WARRANTY DOES NOT APPLY TO LABOR INCURRED BEYOND 90 DAYS AFTER INSTALLATION.**

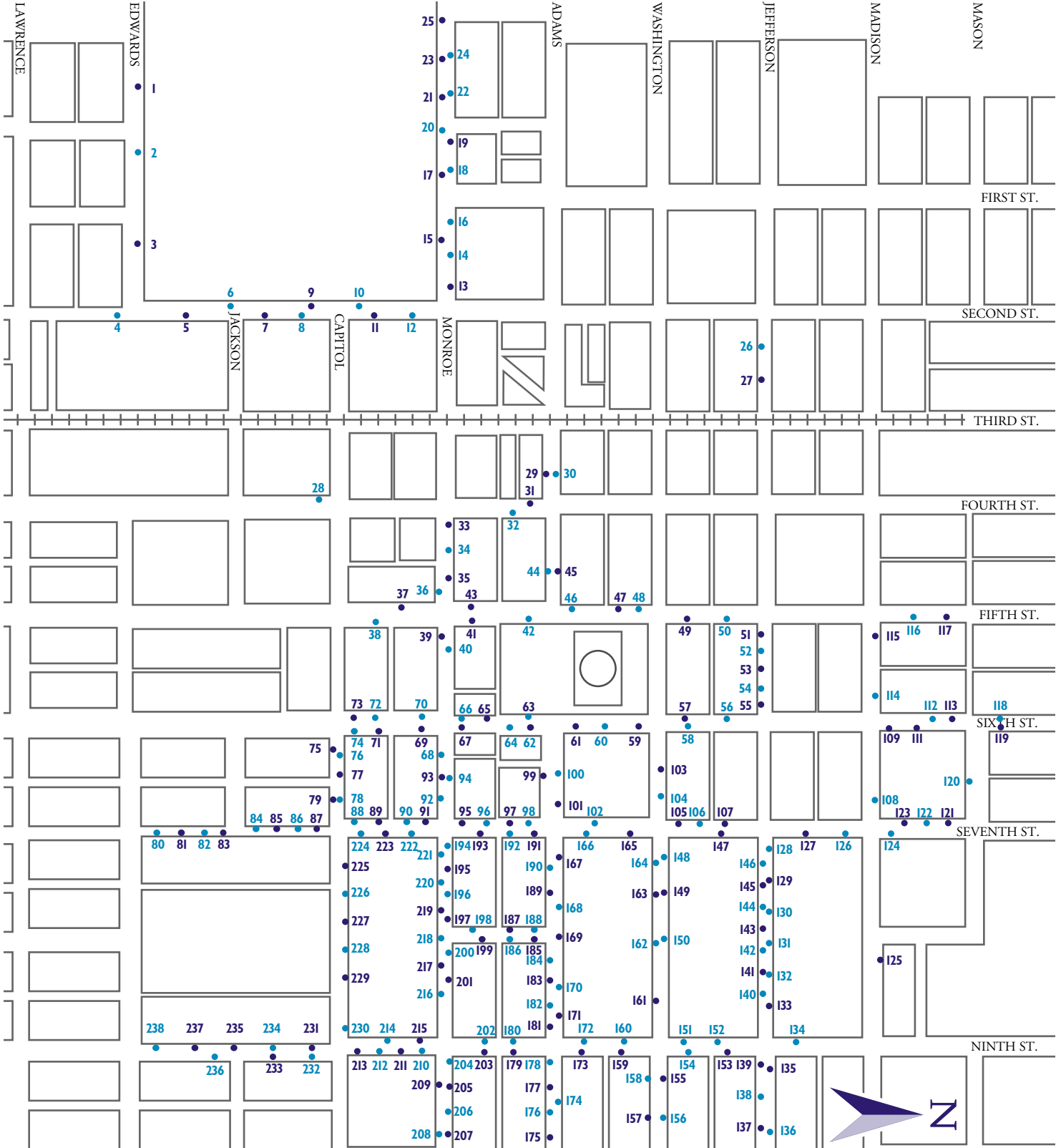


BANNER LOCATIONS

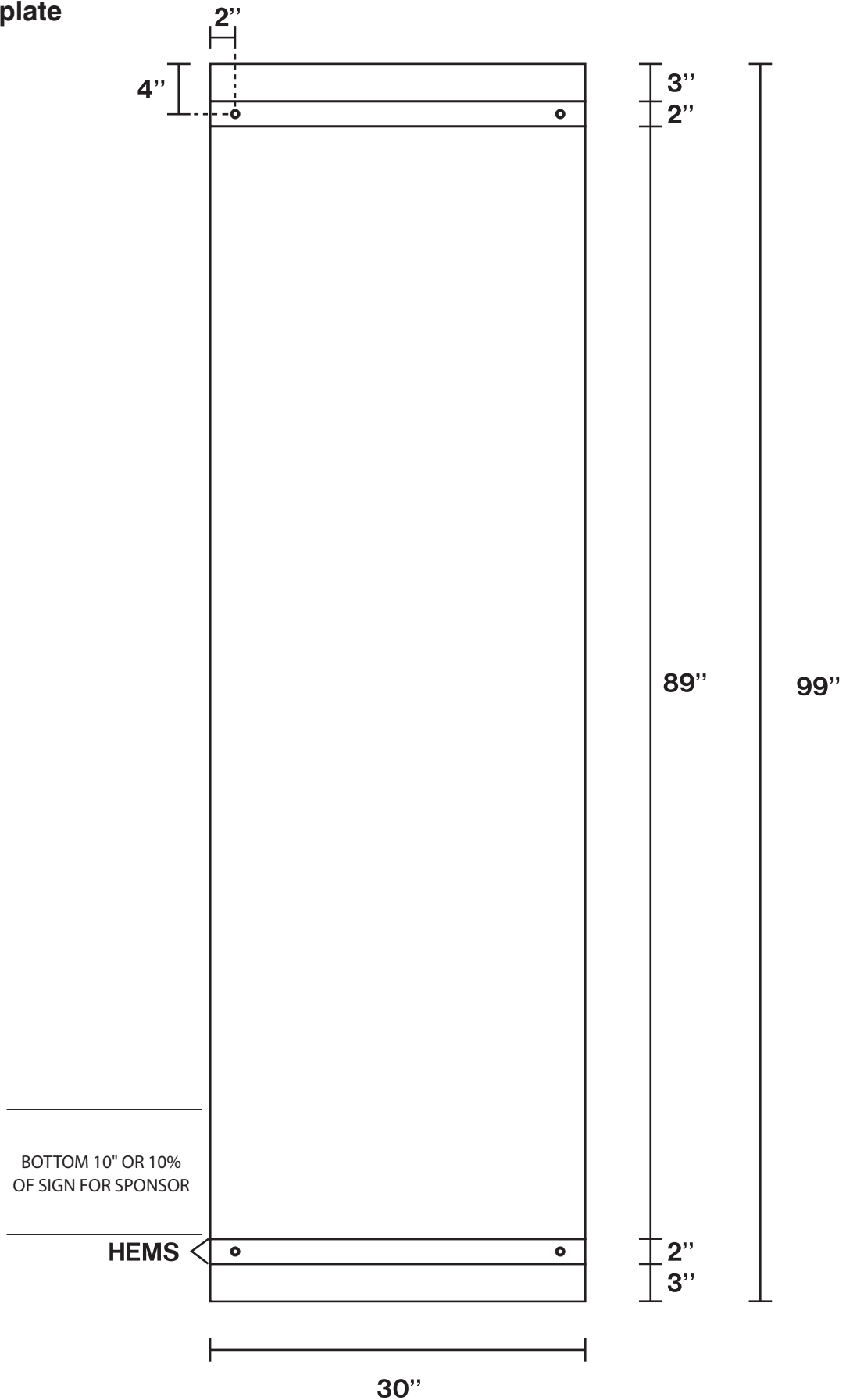
SPONSOR ORGANIZATION: _____

QUANTITY OF BANNERS: _____ DATE UP: _____

QUANTITY OF POLES: _____ DATE DOWN: _____



Banner Template



This design belongs to the ACE SIGN CO. and becomes the property of the customer only upon completion of an order, and is otherwise not to be used in whole or in part without written permission of the ACE SIGN CO.

APPROVED

AS/IS

APPROVED W/ CHANGES

RE-DRAW W/ CHANGES

SCALE: 1" = 1'
 402 N. 4TH ST. • SPRINGFIELD, IL 62707 • 217 522-8417