

# Make a **BIG IMPACT** with signs, banners and displays

## New Customers Welcome

Nearly 8 in 10 (76%) people say they've gone into a store they've never visited before because its signs or banners caught their interest.



## VALUE

## Turn the Page! Signage Outworks Newspapers

The value of onsite signage is equal to 24 full-page newspaper ads every year.

**68%**

say they believe your signage and banners reflect the quality of your products or services.



## Leading the Charge

Almost 7 in 10 consumers (68%) have bought a product or service because a sign or banner caught their eye.

## Simple Yet Strong Sells

Top 3 sign characteristics that attract the most customers:



Readability



Creativity



Bright Colors



## Make yours a Banner Year!

Installing a new sign or banner can increase your business by as much as nearly 16%.

Contact your local Allegra today.

Your Local, Single Source for Strategic Marketing and Print Communications with Measurable Results.

 **ALLEGRA**  
MARKETING • PRINT • MAIL

Allegra is independently owned and operated.