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Metro Sign & Awning

High-Quality Business Signs
and Awnings

Fall 2011

Greetings!

As a Metro Sign & Awning customer, you know that we pride ourselves on offering high-quality signs, competitive prices, and prompt, professional and personalized attention. With our new quarterly newsletter, we're hoping to extend that service by offering a series of [tips and tricks](#) for maintaining your signs and awnings, insights from the industry to help you get the most out of your signs, and innovative ways we can work with businesses in the region for their signage needs.

As always, we welcome your feedback, and if you have any ideas, questions, or topics you'd like us to cover in a future issue, please [get in touch](#).

Sincerely,

Tom Dunn
Metro Sign & Awning

How Important Are Signs for Business?



Business owners implicitly understand the importance of signs for attracting and retaining customers. Recently, Villanova marketing professor Charles R. "Ray" Taylor set out to **quantify this importance** by conducting a survey* of 500 small/medium-sized businesses. He asked participants to rate six ways

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Best Warranty in the Industry



Metro Sign & Awning knows a commercial sign, awning or canopy is an important, multi-year investment in your business. We also know signage design and

craftsmanship determine noticeability, durability, operating cost and your ultimate return on investment.

Recently we decided to back our claim of top-quality materials and craftsmanship with a **three-year Gold warranty on all our signs and awnings, triple the industry norm.**

And we've also announced a new, revolutionary warranty: **a five-year Platinum warranty that guarantees you won't spend another penny**



in which on-premise signs could benefit their businesses, on a scale of 1 to 7. A score of 4 is neutral (indicating that the sign

didn't help or hurt the business it identifies), and anything greater indicates the sign is helpful.

The results? Scores for the six attributes ranged from 5.28 to 6.03, indicating that the respondents felt that on-premise signs provide valuable benefits:

Attribute	Rating
Helps attract consumers	5.73
Reinforces integrated marketing communications	5.63
Builds the brand	5.90
Enhances store image	6.03
Cost effective	5.39
Provides return on investment	5.28

* Wade Swarmstedt. "NSREC's Tangible Benefits." *Signs of the Times* December 2010: 90-91

One-Minute Survey

Do you agree with the effectiveness of on-premise signs?



Please take our [one-minute survey](#) and let us know how important these sign attributes are for your business. **We'll report the results in our next e-newsletter.**

Customer Spotlight: Walgreens



Metro has been busy the past few months updating the signage at 28 Walgreens locations in Northern Massachusetts & Southern New Hampshire.

MONEY-SAVING AND ENERGY-EFFICIENT UPGRADES. The refurbishing includes removing neon from the channel letters and replacing it with **energy efficient**

LEDs. Walgreens has seen the cost benefits of LED versus neon. In addition, they have requested new plexi sign faces on approximately half of these locations. This refurbishment will make their outdated signs look like new.

on your sign or awning for five years.

Everything is covered, including consumables like bulbs - even if a crane is needed to reach one! It's like a bumper-to-bumper warranty for a sign!

FREE PLATINUM WARRANTY CONTEST

Now is a great time to [contact us](#) about new signage needs, whether you are moving or adding locations, looking to upgrade your existing sign, or thinking about changing your image.

Every week through November 7, the first two businesses who [register and ultimately make a \\$1,000+ purchase](#) receive a free upgrade to a Platinum Warranty.

And be sure to forward this information to colleagues who might be thinking about new signs or awnings so they can register, too!



Today's Tip: Easy Awning Maintenance



You can add years to the life of your awning by simply **cleaning it once or twice a year**. Not only will it last longer, but it will continue to look great and provide the best possible image for your business. The nemesis of fabric and vinyl awnings is dirt, debris and pollen build up that gets baked into the material and becomes impossible to clean over time.

To clean your awning, all you need is Ivory soap, water, a step ladder and a soft bristle brush. Add some elbow grease, and your awning will look

great again in no time.

Is it time to refurbish your sign or awning? Take a look at our [customer portfolio](#) or [contact us](#) or call (978-851-2424) to learn how we can help you upgrade your image.

Signs: The Most Cost-Effective Advertising



Results extracted from Darrin Conroy's newly released second edition of "What's Your Signage?"* show that on-premise signs remain **the most cost-effective advertising option** for businesses. The table below shows the cost per thousand (CPM) of the most common advertising vehicles. While television, at \$13.20, is the most expensive, on-premise signage is only \$.013.

Assumptions	Television	Newspaper	Outdoor Advertising	On-Premise Sign
Trade area	40,000 households	Circulation of 40,000 households	333,350 cars per day	30,000 cars per day
Consumer exposure (over 30-day period)	1.2 million	4.75 million	10 million	900,000
Consumer exposure in thousands	1,250	4,750	10,000	900
Cost per month	\$16,500	\$16,500	\$16,500	\$115
Cost per 1,000 exposures	\$13.20	\$3.47	\$1.65	\$0.13

* Wade Swarmstedt. "NSREC's Tangible Benefits." *Signs of the Times* December 2010: 90-91

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Metro Sign & Awning

170 Lorum Street
Tewksbury, MA 01876
MetroSignandAwning.com
978-851-2424

Register and learn how
Metro Sign & Awning
prevents sign nightmares



Free 5-Year Warranty Upgrade!

Each week through November 7, 2011, the first two businesses who [register](#) and ultimately make at least a \$1,000+ purchase will receive a free Platinum Warranty upgrade and won't have to spend another penny on their sign or awning for 5 years!

Expires November 7, 2011

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