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SPRING 2012

Greetings!

Our Spring 2012 edition of Metro Sign & Awning's quarterly newsletter:

- discusses an affordable advertising option - vehicle wraps (plus special savings in April);
- continues our tips and tricks series with a sneak peak at our soon-to-be-published Green Signage Tips white paper for architects, general contractors and anyone else interested in eco-friendly signs; and
- highlights changes in ADA compliance regulations that are important and affect design, permitting, municipalities, and fire safety as they relate to signage.

As always, we welcome your feedback, questions, or topics you'd like us to cover in a future issue.

Sincerely,

[Tom Dunn](#)

Metro Sign & Awning

## Vehicle Wraps: Taking Your Message to the Road

## In This Issue

[Vehicle Wraps: Take Your Message on the Road](#)

[Customer Spotlight: KeyPoint Partners](#)

[New ADA Requirements](#)

[Going Green: When Old Is New](#)

## ADA Update: New Requirements for Room Identification Signs

On March 15, new ADA (Americans with Disabilities Act) regulations went in to place that affect those installing new or upgrading existing business signs. The 2010 Standards set minimum requirements - both scoping and technical - for newly designed and constructed or altered State and local government facilities, public accommodations, and commercial facilities to be readily accessible to and usable by individuals with disabilities.





Your business vehicles are on the road all day - service and installation calls, business meetings, deliveries. Why not have those vehicles do double duty?

Vehicle "wraps," which display ad messages on the sides of trucks, vans and even personal automobiles, let businesses use company vehicles as a way to reach customers effectively and economically. One vehicle can generate thousands of impressions per year. With an average life of five years and available at approximately \$3,500 per wrap, that results in just pennies per impression. In fact, compared to traditional forms of advertising - outdoor signs, television, print and radio - vehicle advertising can reach more consumers at a lower cost per impressions (CPM) than any other form of outdoor advertising.

According to the Outdoor Advertising Association of America:

- One vehicle wrap can generate between 30,000 - 70,000 impressions daily.
- Fleet vehicle advertising boosts name recognition 15 times greater than any other form of advertising.
- 30% of mobile outdoor viewers indicate they would base a buying decision on the ad they see.

Vehicle wraps can also help your business:

- Set itself apart from the competition
- Quickly create brand recognition in your local community
- Get noticed day in and day out in the places your customers and prospects live and work

Metro Sign & Awning can help your business differentiate itself in the cluttered world of

We agree with others in the industry that these changes are an improvement, as they provide more definition and clarity about what is required. Some of the most important highlights:

**Temporary vs. Permanent Signs:** Better clarity defining temporary and permanent signs. Permanent signs identify permanent rooms and spaces, which are areas or destinations that are permanent for more than seven days (i.e., bathroom, kitchen). Temporary signs include building directories, personnel signs, menu boards, hours of operations. These signs are exempt from the ADA standards.

**Tactile Characters:** Where tactile signs are required (permanent signs), the regulations clearly state the size and positioning of tactile characters (raised Braille) and pictograms.

**Mounting Height:** Mounting height is now a range of 48 to 60 inches from the floor to the bottom of a sign's tactile characters (changed from 60 inches to the center of the sign).

**Sign Placement:** More guidance on the placement of signs (for example signs can now be placed on the push side of doors with a closing mechanism).

**Color Contrast:** This part of the code allows more flexibility in the design, and still allows for dark signs on light backgrounds or light signs on dark backgrounds.

Metro Sign & Awning signs are fully compliant with these regulations, and we're happy to review your building signs to be sure they meet the guidelines. Contact us by calling 978-851-2424 and asking for Tom.

## Going Green: When Old Is New



advertising messages. The process is quick (approximately 3 weeks from design to installation) and affordable (\$3,500/vehicle). Want to learn more about how vehicle wraps can help your business? Contact us [via our website](#) or by calling **978-851-2424** and asking for Tom.

[And be sure to take advantage of our special offer, now through the end of April!](#)

## Customer Spotlight: KeyPoint Partners & Raynham Shopping Plaza



Metro received an emergency service call from KeyPoint Partners last summer for a sign on one of their properties. Following a major storm, the Raynham MA Shopping Plaza

sign had been damaged and required additional repair. The top half of the sign had been sheared by the wind and had fallen.

Metro responded diligently, removing debris from the site and providing a quote for repair. Critical challenges that all needed to be resolved swiftly included:

- national tenants represented on the multi-tenant directory were now without a presence;
- the property was in the process of being sold;
- an insurance adjustor was involved; and
- the municipality was not showing a permit on record to replace what was existing.

Metro worked closely with city officials and negotiated a revision with the Raynham Building Inspector and that was an acceptable compromise. Metro's permit facilitators and structural engineer provided sufficient documentation of the existing sign to ensure future safety while allowing the release of signage to production to react to a critical timeline required to close on the property with its new owner. The Metro team pulled together in Design, Production, Project Management & Installation to 'make it happen' - resulting in a grateful client.



Tip #2: Sometimes, upgrading delivers the lion's share of environmental benefits at a fraction of the cost of new.

When existing signs are unsightly, energy inefficient, not up to code or simply not up to the business owner's expectations, "out with the old" is often viewed as the only way to go. On the other hand, refurbishing is smart - and when it makes sense, it really makes sense.

When you reuse portions of an existing sign, your client saves money on new material (that doesn't have to be mined and manufactured), less waste gets hauled to the landfill and ongoing operating/energy costs can be reduced dramatically.

For an example of a successful refurbishment, look to the iconic sign (from the 1950s) above Cambridge Savings Bank at Harvard Square. The historic marker was a beacon and great advertisement for the bank - except when the neon would go dark. And that happened often. Too often to be good for business, and too often for the bottom line, since each repair cost \$400 or more. Metro Sign & Awning replaced the leaky faces and swapped the expensive neon for vastly more energy-efficient LEDs.

When you compare energy savings you can reap from swapping out your old neon or fluorescent tubes for new, efficient, cool LEDs, the rapid ROI might surprise you. If you would like to learn more about updating your existing sign as an option for your business, please give us a call at 978-851-2424 and ask for Elena.

*This is the first in our series of Green Signage Tips for architects, general contractors and anyone else interested in eco-friendly signs. Sign up to [receive our White Paper](#) later this month, which includes the complete set of eco-friendly tips.*

[Join Our Mailing List!](#)

## Quick Links

Does your business have a sign or awning that needs replacing? Take a look at our [customer portfolio](#) or [contact us](#) or call (978-851-2424) to learn how we can help you meet the challenges of replacing or upgrading your business signs.



Metro's responsiveness and ability to meet permitting challenges meant the mall sign was repaired as quickly as possible and did not interfere with the scheduled property sale.

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# Save on Vehicle Wraps!

## Save \$250 on a Single Wrap or 15% for Multiple Vehicles

Save \$250 when you place an order for a vehicle wrap for a single vehicle, or 15% on your total order if ordering for multiple vehicles, now through April 30. Contact us [via our website](#) or call 978-851-2424 today!

**Offer Expires: April 30, 2012. Mention this newsletter when contacting us to receive the discount.**

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