

Business Wire - Press Release
Small Budget Pricing Can Still Mean Big Budget Signage Campaigns
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In an age where strong marketing campaigns that include e-blasts, direct mail, and pricey search engine marketing initiatives often take precedent over advertising, the power of signs for a small business is often overlooked.

"The Signage Sourcebook," a compilation of sign industry research from the U.S. Small Business Administration and the Signage Foundation for Communication Excellence, Inc., found that **for the small, independent merchant signs are the most effective form of advertising.**

In recognition of National Small Business Month this May, **Joe McGuinness, president of Signs By Tomorrow, is educating small businesses in the local community on how they can embark on digital printing, the technology that prints full-color graphics and signage.**

"A sign with optimum visibility and readability becomes one of the most important ingredients of an advertising campaign," McGuinness said, describing how the evolution of digital technology has enabled small businesses with limited budgets to have the same signage packages as large businesses with large budgets.

According to McGuinness, **full color, attention-grabbing digital signage helps small businesses stand out from competitors. Digital graphics create customer retention and deliver more impact, while also creating a sense of sophistication.** With the recent progression of technology, wide format printers and its saturation in the market allows sign companies, like Signs By Tomorrow, to print high resolution graphics at a significantly lower price than five years ago. There are various ways businesses can incorporate this type of digital signage in their marketing efforts: window and vehicle graphics; banners; and point of purchase displays; as well as full color wall murals and graphics and site signs/architectural renderings, McGuinness said.

Signs By Tomorrow offers its customers a variety of architectural, retail, and real estate signage, as well as vehicle graphics for businesses that are always on the move. The store is fully equipped with the latest digital production centers and stocked with all the supplies necessary to produce high-impact, full-color products.

For more information, please visit www.signsbytomorrow.com.