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April / 2009

Issue: 8



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## Smart Advertising

Hello Custom Field 1

"When times are good, you should advertise.  
When times are bad, you **must** advertise"

No one likes to spend money in a bad economy. Since cutting the advertising budget won't help either, the only thing left is to advertise cost-effectively.



Let's compare the costs of various advertising media:

- **Billboard Sign = \$3500+ per month**
- **Yellow Page Ad = \$300+ per month**
- **Full Vehicle Wrap = Less than \$75 per month** (e.g. \$3000 for a full wrap on a cargo van that will last for 3+ Years)
- **Partial Vehicle Graphics = Less than \$20 per month** (e.g. \$800 - \$1300 for partial graphics on a cargo van that will last for 3+ Years)
- **Basic Vehicle Graphics = Less than \$5 per month** (e.g. \$200 - \$400 for Logo and company info on a cargo van that will last for **5+ Years**)

Note that vehicle graphics provide a moving billboard that advertises even when the vehicle is in a parking lot. Plus, customers do not search for you like they do in a yellow book; they find you because they see you driving on the road everyday.

## Featured Clients



Custom painted  
3/4" Laser Cut Acrylic  
Sign installed with  
floating effect

Wong Cabello is an

intellectual property law firm dedicated to helping you develop, protect, strategically manage, and maximize the value of your intellectual property.

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## New Products

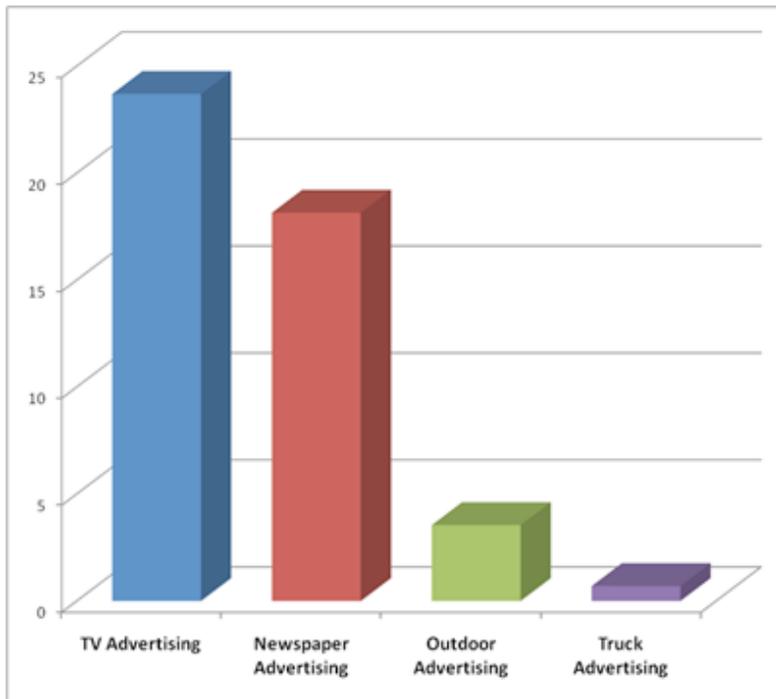
- Wall Graphics
- Interior Murals

To learn more about these products, please [click here](#) or call us at 713-263-9900

## New Customers

## Advertising Cost for Different Media

### A Comparison Study (cost per 1000 impressions)



\* Cost for truck advertising is based on a 28 ft truck contracted for full coverage over a period of 12 months. Actual costs may vary based on geography etc.

\*\* Source Media Dynamics, INC

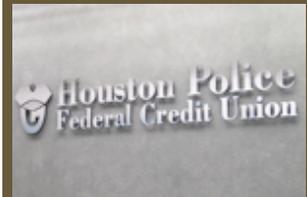


To check the **Deal of the Month**, scroll to the bottom of this newsletter

## The Wrap Snap

When you are ready to invest in vehicle wraps and are looking for a vehicle wrap company to achieve your objective, ask yourself these questions:

- Does this company seem to understand your objective?



- Houston Police Federal Credit Union
- Wong, Cabello, Lutsch, Rutherford & Brucculeri, LLP
- Word of Restoration
- The Goddard School
- Christchurch Baptist Fellowship
- Mighty Lift Inc.
- Renteria Fire Protection
- Precision Printing
- Primera Iglesia De Dios Para Hispanos
- Camp Ozark

- Do they have competent designers and installers?
- Do they have their own printer capable of producing high quality graphics?
- Will they warranty their work?

Here's a snapshot of the vehicle wrapping process at Saifee Signs:

## Design

Saifee Signs does all its designing in-house. We take time with every customer to make sure we understand the concept and objective behind their particular



wrap. Vehicle size, dimensions, color and overall body type are just some of the considerations we take in designing each client's custom vehicle wrap. Our designers use professional templates for vehicle designs and accurately measure each vehicle before hand to ensure a smooth installation.

## Printing

Having an in-house digital printer lets us control the way we print, what material we print on, and helps us meet the timelines on our projects.



We print our graphics at hi-resolution to ensure crisp print quality. Our graphics are printed with HP solvent UV inks that last you longer than many of the eco-solvent prints available in the market.

Also at Saifee Signs, we do not use cheap alternatives for vehicle wrapping material. We use the best available 3M material for vehicle wrapping! The warranty we get from 3M is passed onto our customers. This gives us the confidence to stand behind every wrap job we have completed.

## Installation

Vehicle wrap installations are tricky and require skill and experience. From lining up each vinyl element, transferring it to the vehicle, and making it fit snugly over the vehicle's complex contours, the process requires great skill and experience as it is all done by hand! We maintain a high quality of installation by continually training our installers and keeping them trained as per 3M and PDAA guidelines. Our aim is to ensure that the graphics on your vehicle will maintain its original quality and last you a long time.



**Saifee Signs** has insulated installation facilities in **Houston**, and also provide installs in San Antonio, Austin and Dallas. **We also send our team of installers to clients' sites for installations.**

**Our Commitment**

We do whatever it takes to get the job done, even if it means pulling an all-nighter! We strive every day to make our work better than anyone else's!

**Vehicle Wraps | Interior Letters & Logos | Tradeshow Graphics  
Fleet Graphics | Wall Graphics | Window Graphics | Banners  
Real Estate Signs | Aluminum Letters | Parking Signs**

**Contact Information**

5829 W. Sam Houston Pkwy N., Suite 1009, Houston,  
TX 77041

(close to Beltway 8 and Hwy 290  
**713-263-9900**

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[www.SaifeeSigns.NET](http://www.SaifeeSigns.NET)

**SAVE \$\$\$ Deal Of The Month SAVE \$\$\$**

**OPTION A**

Logo + Ph. No + website on two doors & back + product bullets = **\$272** (for vans and pickups)



**OPTION B**

Logo + Ph. No + website on two doors & tailgate + window graphics on back window = **\$372** (for pickups only)



**Click on this link to receive our [Complete Price List for Partial Wraps](#) on vans and pickups**

Price includes **SETUP, PRINTING** with Hi-Performance Vinyl graphics, and

INSTALLATION in our 60 ft bay, Houston location.

\* Customer will need to provide vector art for company logos. Taxes are not included.

\*\* Offer Expires: May 5, 2009, Please use reference code: Apr09

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