



What a Sign -- \$3 Million ROI

Ackland Media Frames, known as "The Extreme Makeover System for Walls and Trucks" create huge return on investments wherever they appear. Old walls and trucks are brought to life with supersize, colorful images. Money in the bank. Case in point, "Several weeks ago two executives from a barge management company walked in and said that they saw our large sign on the front of our building with a picture of a Zodiac. We want to purchase some. They bought 66. Total Value -- Over \$3 million."

Lake Elsinore, CA, September 07, 2007 --(PR.com)-- "You'll never guess what happened" Bryan of Kentuckiana Yacht Sales said. "Several weeks ago two executives from a barge management company walked in and said that they saw our large sign on the front of our building with a picture of a Zodiac. We want to purchase some. They bought 66."

The International Sign Association's recently completed survey of new businesses indicated that only 1% of new clients frequented a business because of television advertising, while 49% of new clients walk through the doors because of on premises signage.

As Paul Harvey would say, "Now for the rest of the story." The barge management company was less than one mile from Kentuckiana Yacht Sales. For over 40 years Kentuckiana Yacht sales has been housed in a large steel building in Jeffersonville, Indiana. Their neighbor is a barge manufacturer, a subsidiary of the barge management company. For this reason many people believe that KYS makes barges.

Last summer Bryan contacted Sign Here in Indianapolis. Jeffersonville is across the Ohio River from Louisville. Typically most sign business comes from within a 10 mile radius of our store location. Sign Here was contracted to fabricate and install seven 19 foot x 10 foot framed banners along the front of KYS steel building. Because of the corrugated metal building they need something that would stand off of the building, but they did not want anything that protruded more than an inch or two. Kentuckiana Yacht Sales provided them with the artwork for the banners that were printed on large format printers. Each banner was a picture of a different product.

Using the Ackland Media Framing system and 300 dpi printed media, Sign Here personnel installed the banners on the front of Kentuckiana Yacht Sales. Their first reaction was that these large images were "traffic stoppers."

The [Ackland Media Frame](#) is a two part anodized aluminum system that securely holds media printed on 13 ounce vinyl banner material. There are no special keys for installation or special fabrication to the banner required. This makes installation and replacement a simple process. Sign Here has installed this media on the sides of semi trailers and recently installed a 40 foot by 10 foot on a corrugated building.

For more pictures and information on the media framing system, go to www.signhereltd.com.

Steve Scalph, owner of Sign Here Ltd is a member of the Sign Biz Network and member of the Sign Biz



Advisory Board. For over 8 years Sign Here has been providing outstanding customer service and solutions to clients' signage needs.

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Contact Information:

Ackland Media Frames

Linda Loera

951-674-6177 ext.219

Linda@Acklandframes.com

www.Acklandframes.com

Jill Sorboro

951-473-2823

Jill@1800GREATAD.com

Steve Scalph

Sign Here

317-856-2600

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