



What's the Cost of Electric Signs?

CUSTOM SOLUTIONS

The price tags of electric sign projects usually follow the level of technical challenges involved. Costs can vary greatly since signs are custom-designed and fabricated for the sites on which they will be installed. Customized electric signage for the top of a 20-story building lighting up at night to advertise the brand across the city costs more than a simple set of channel letters for the walls of a single-level veterinary hospital down the street.



Design



Production

Design and production stages of a Verizon Wireless project. Photos are from our shop in Chester, Virginia. The signs were being made for our client's new Waynesboro, VA retail store.

KEY INDUSTRIES

Our typical customer is usually part of an executive or management team within these key industries looking for exterior or interior branding solutions for their buildings or sites:

- Commercial Development
- Financial
- General Retail
- Healthcare
- Industrial
- Institutional

TYPICAL SIGN TYPES

Our projects mostly fall into one of these categories:

- Signs for high rise applications
- Highly customized Iconic signs
- Historic restoration projects or other sign renovations
- Signs for multiple sites in need of re-branding after acquisitions
- Signage systems for large campuses
- Signage with electronic messaging components
- Free-standing signage
- Wall-mounted signage

WHAT DRIVES COST?

Electric sign projects can range from several thousand dollars to several hundred thousand dollars, but why the huge variations in price, and what are the primary factors that drive cost?

1. **SITE CONDITIONS:** Consider the place on your property where a sign will have the most impact and return the most response from your investment. What type and size of sign would fit the spot and do the best job? If you need to brand a multi-story building, then the most likely best spot for signs is high in the air. Costs for both manufacture and installation escalate the higher it gets.

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Installation stage of the Verizon Wireless project. Photos were taken at the Waynesboro, VA site as new signage was being installed.



Manufacturing costs increase because of size. The farther away an object is the smaller it will appear; so signage at a distance is a lot larger than you think. And the larger the sign, the more materials and labor are involved in making and installing it. We recommend that our customers consider prototypes to nail down best results prior to manufacture of final signage for high-profile applications. We also recommend that signs for hard to access areas like rooftop walls, be manufactured in a way most economical for service and maintenance. These suggestions usually mean spending a little extra up front to avoid a gush of dollars spent later for maintenance and repair.

2. **NUMBER OF SIGNS:** More times than not, one sign won't do the job. A four-sided building usually needs signage on at least two or three sides. A typical commercial lot has more than one entrance, so free standing signs are usually required to be duplicated in some fashion to cover all the main entry points. Campus sign projects utilize a large quantity of signs of various types.
3. **OVERALL DESIGN:** The purpose of putting up signs in the first place is to get your business noticed. So the more customized and eye-catching the design, the better. Sometimes the graphics can serve as the eye catchers but many times the shapes of the signs themselves are the best way to get attention. Whether you use standard box type signs or custom shapes, the amount of customization always affects the level of impact and cost.
4. **MATERIAL CHOICE:** Will you use traditional colors and materials or produce something that is visually outside the box? Also, how long do you want your sign to last between maintenance periods? These questions help you select the best materials for your sign. Options like stainless steel, glass block, or cut stone are all good investments to add pizzazz. LED lighting versus neon reduces maintenance and operating costs.
5. **LIGHTING EFFECTS:** Will the sign be a traditional illuminated light-box type sign, or will you choose to use custom effects like backlighting, edge-lit components, or other interesting lighting methods for special effects?
6. **ELECTRONIC MESSAGING:** If you want the ability to both brand your site and interact with the customer with calls to action, then adding a digital messaging component is a wise investment.

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