

Tips For A Successful Political Lawn Sign Type Of Sign

Friday, August 25, 2017
Sheila Maas



PoliticalLawnSigns.com - There are principally three classes of yard signs for political campaigns. These are:

1. Corrugated Plastic Signs
2. Plastic Coated Cardboard Signs
3. Poly-Bag Signs

Each can present an effective graphic as a sign for lawn placement; there are characteristics, however, that can set them apart.



1. **Corrugated Plastic Signs** - Fluted, [18 x 24 corrugated plastic yard signs](#) are very rigid and weather proof. They have a long, viewer effective, field life. They are the most popular type of yard sign. This sign is cost appropriate to low quantity order sign needs.

These can be easily put up and taken down. Thus, usability year in and year out is a savings to returning candidates or causes.

As this medium is not completely opaque, two sided printed signs do have a slight show thru. This can be obviated with graphics utilizing reverse printing and/or high ink coverage.

The typical [sign holders are H frames](#), which when welded with two cross braces, are most effective in securing the sign thru out its life.

A well-established printer can supply a large selection of sign sizes to satisfy a variety of outdoor site placement or graphic needs. These range from 12"x18" all the way up to 48"x96"(4x8).



2. Plastic Coated Cardboard Signs – This sign is a popular inexpensive sign. It is commonly referred to as a “[Two-sided or Double-sided, Fold-over sign](#)”. For most campaigns, it is the cheapest of all options.

For this sign, quality printers use a waterproof laminate - the interior being an all-white, opaque, stiff, solid bleached paperboard core which has been treated for water resistance to avoid edge moisture wicking. This stock is extruded on both surfaces with a plastic (poly) film. One side is treated to enhance ink adhesion.

This stock is printed on one side. A back-score allows the sign to be folded and edges either stapled (by user or manufacturer), or glued (by manufacturer only) to form a two-sided yard sign. The sign is slipped over a [U-shaped rod sign frame](#), which, because of the rigidity of the total structure, the frame needs only be 2/3 the sign width – thus extra material and shipping savings are realized.

There are unique design ideas for this type of sign that are attainable at no extra cost ([Pattern Reversal](#), [Color Reversal](#), [Sharing](#), [Messaging](#), [Reflections](#))

There is no print “show thru”, and weatherability of this sign to wind, snow and rain allows for months of outdoor exposure.



3. Poly-Bag Signs - Signs produced with plastic film take the form of white plastic bags or sleeves that can be slipped over U-shaped wires. The wire frames must be the same width of the bag to in order to hold the bag taut.

Bag signs are normally printed by a web process which is cost effective on large quantity sign orders. The bags themselves are low in bulk and weight. There is, however, a material and shipping cost premium for these wide wires.

The tendency of these signs to "bow out" at the bottom from the wind detracts aesthetically from their appearance and readability giving the appearance of a mini banner unlike a rigid sign.

Both screen printing and digital ink jet printing is utilized in printing both the Corrugated Plastic Signs and Plastic Coated Cardboard Signs. The screen printing process affords the greatest economies at the lower to mid-range sign quantities. Both sign types present the rigid, flat sign

look. Screen printing offers gloss and the highest color graphics punch. Only digital ink jet printing accommodates multi-color, full color process designs.

Although selecting the type of sign for your campaign is not an easy process, it can be less formidable if you think about your priorities (e.g. price, quantity, re-use, image, etc.), then let an experienced sign manufacturer walk you through the qualifying process of selection.