

Tips for Placement Political Sign - Large Highway Sign

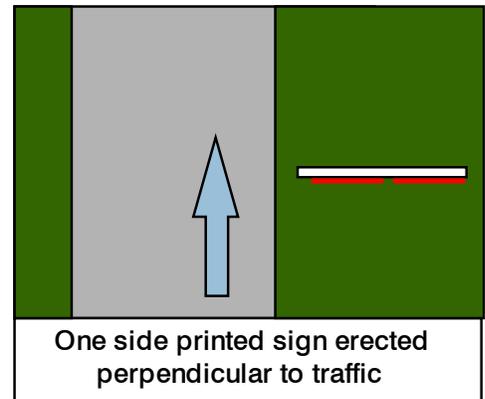
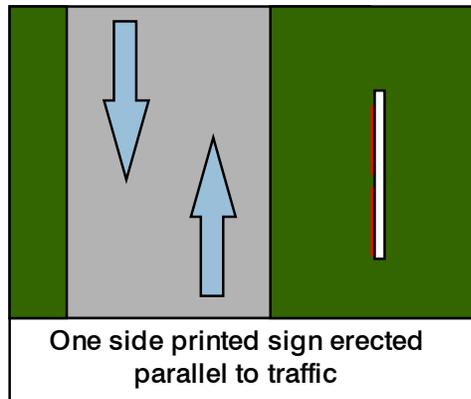
PoliticalLawnSigns - Whether the location for a political sign, that promotes your candidacy or cause, is a farmers field, a front yard, a rural byway or a vacant lot, the need for advantageous positioning is a must.

Prior considering where to erect these outdoor signs, it is good review sign ordering options and how they impact the viewers.

1 Side Printed Signs

Pricewise it is always less costly to produce a 1-sided sign than a 2-sided sign. You, the purchaser, will always pay less for a sign with print on one side versus a sign printed on both sides.

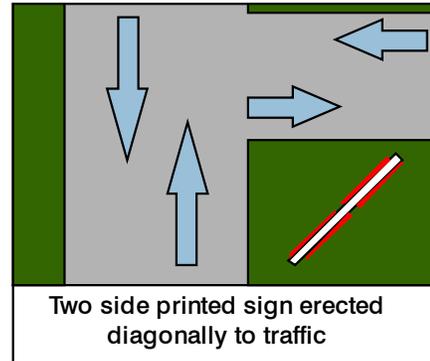
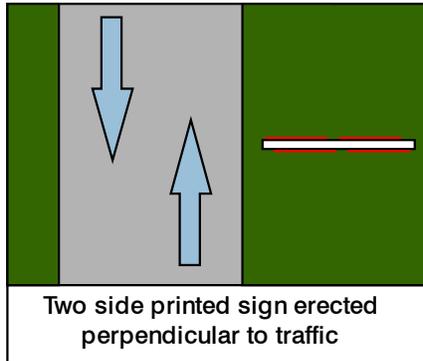
The 1-sided sign can be placed either parallel to traffic or perpendicular to traffic as illustrated below:



As apparent, parallel placement of a sign allows observer viewing from both traffic directions. Perpendicular placement only allows one direction traffic observation.

Two side printed signs

Two side printed signs will allow readability on both sides. These signs can be placed perpendicular or diagonally to traffic as shown below:

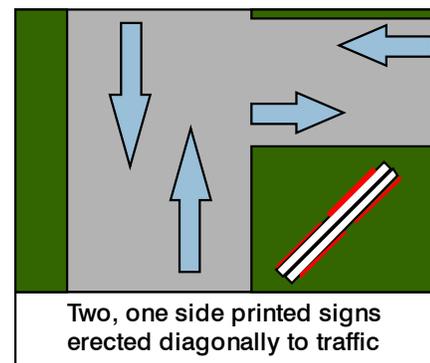
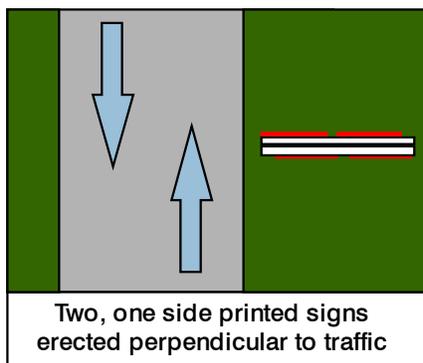


Because plastic corrugated signs are not totally opaque, show thru of printing from back light (e.g. sunlight, headlights) can be distracting to reading the front copy. Opaque and/or thicker plastic corrugate is available, but these options come at a premium price.

In addition, mid-sign support stakes, which are necessary for large signs, interrupt the sign legibility on one side.

Two, one side printed signs

A solution to show thru and uninterrupted legibility is to erect two, single sided signs back to back for perpendicular or diagonal placement as shown below:



Double thickness promotes opacity and eliminates show thru. Head on exposure with perpendicular or diagonal placement offers

recognition at longer distances which translates to longer recognition times.

If you have high volume multi-way traffic, the distraction free, two, one-sided sign option may certainly be warranted.