

Billboard Design, Production, and Installation Information Sheet. Updated 4-5-2025.

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You can use whomever you like, but billboard design is a specialty. We recommend Fusion Imaging St Paul. 2354 English Street, Maplewood, MN 55109. Contact Dustin Steel at Dustin.Steele@vomela.com They require a credit card payment upfront: Copy, will not be produced until they are paid upfront. You will approve the proof first and have two other approvals with the payment person to release for production. They will contact you.

Tell them the Sign Face height is XX feet by width XX feet size, in both feet and total inches. In addition, there will be an additional 4-inches all-around (on all four sides) for pockets, this is to stretch the sign face with fiberglass rods. Tell them the sign face number is XX.

They will charge you a design fee by the hour. Corporate symbols and pictorials are encouraged for more impact. Use UV sign protection if you plan to keep a copy up for over a year on a South or West facing sign.

Scott Washburn (Washburn Posting) 651-334-3395 (cell#). Scott's company is our recommended sign face vinyl installer. Contact Scott directly to avoid paying a markup from Fusion, he will pick up the copy or they will ship it to him. Scott may call to verify which sign face location he is installing onto. Give him the billboard sign number (XX). He may ask when your contract starts. Washburn Posting Company carries workmans compensation insurance. A copy of insurance will be provided upon request.

Independent contractors are exempt from OSHA rules. Our billboards are not OSHA compliant, which regulates employees only. Therefore, an independent contractor with proof of workers compensation insurance must be used to install vinyl sign faces to avoid liability. Washburn Posting meets this criteria.

MOSTLY: BELOW MAY NOT BE RELEVANT TO YOU: FOR INEXPERENCED BILLBOARD ADVERTISERS

Suggestions: **The larger the letters the longer the read time. More impact.** We recommend no more than four (4) lines of text, try not to go under 20" tall letters (larger & bolder if script). It does drive the design people crazy when you talk letter sizes, just to let you know. **Legibility distance can be farther away, with larger letters.** Make a proof, letter size (8" X 11") and post it on a wall 6' away (10' away for a crossreader) and take a quick glance (1/2 second). Reading a sign copy on a computer screen is no comparison to viewing sign copy from a roadway. (This will simulate the impact you may have.) You want to say who, what, and where, a website can say all three. Currently look at the size and type of the letters on current sign face to have a better idea of the type of copy you may want to produce as to how readable the copy will be. Less is more when it comes to copy quality, in my opinion. Very dark background's project the copy less effectively, than medium to a lighter background. Think of an eye exam when the letters get too small and you can't read them. Our signs vary greatly on reading distance, so take that into account.

Please sign the contract and mail payment to Jay Young at XXXXX Inglewood Dr. Lakeville, MN 55044. We have a locked mailbox.

We require a deposit (equal to one month's rent). Payment is due then even thou the invoice is dated for a future date; we require payment with the signed contract.