

# Pricing Custom Signs and Etched Type Style Samples

## How to Price Custom Signs

Prices are based on material type and thickness, sign size and number of characters engraved. Use the form below to calculate sign size. Then refer to material descriptions and base prices on page 4A to calculate price.

### To determine plate size

- Count the number of characters and spaces in the longest line of copy \_\_\_\_\_
- Determine your desired letter size (character height) \_\_\_\_\_
- Using the charts at right, determine the length of sign needed to accommodate the longest line \_\_\_\_\_

### To determine plate height

- Multiply character height by number of lines of copy, then double this figure (to allow for line spacing and top / bottom margins). Total of character heights.  
\_\_\_\_\_ x 2 = \_\_\_\_\_

### If plate size is most important:

- Determine desired plate size
- Then calculate necessary character height to fit longest line and number of lines.

### (1) To calculate material price:

Refer to page 4A for material type and thickness. Determine sign size (area in sq. in.) Multiply Series base price by total sq. in. to determine your cost \$ \_\_\_\_\_

### (2) ADD Engraving Charges from the Table Below:

#### (3) Engraving Graphic Symbols:

For 2" - 3" add \$7.50 each.  
For 4" - 7" add \$11.50 each.  
For 8" - 10" add \$15.00 each.  
\$ \_\_\_\_\_

#### (4) Engraving on Solid Brass:

Add 50% to ALL engraving charges

#### (5) Custom Logos:

Submit black & white artwork.  
Digitizing, add \$118.00, plus \$25.00 per logo for engraving. If art is intricate please request a quote.  
Reorders are \$20.00 - plus, \$25.00 per logo for engraving \$ \_\_\_\_\_

#### (6) Radius Corners:

Add \$1.95 / plastic sign, \$3.95 / brass.  
\$ \_\_\_\_\_

#### (7) Engraving Arrows and Lines:

Add \$2.25 each. (Arrows are equivalent to 3 spaces) \$ \_\_\_\_\_

#### (8) Engraving on Both Sides:

Add cost of engraving second side. \$ \_\_\_\_\_

#### (9) Wood panel under plate:

For oak or walnut panels 3/4" thick, 36¢ / sq. in. (up to 168 sq. in.)  
1 - 1/2" thick, 48¢ / sq. in. (min. charge \$35) \$ \_\_\_\_\_

#### (10) Mounting methods:

Pressure-Sensitive Adhesive: \$1.00 / sign.  
Velcro backing: \$1.50 / sign.  
Magnetic strip: add 25¢ per linear inch. \$ \_\_\_\_\_

#### CLARENDON TYPE Letter Height

	3/8"	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1-1/8"
8"	19	15	13	10	9	8	7	6	5
10"	24	19	16	14	13	11	9	8	7
12"	28	23	20	17	16	14	11	9	8
14"	34	27	24	20	19	16	13	11	9
16"	40	32	28	23	22	19	15	13	10
18"	45	36	31	27	25	21	17	14	12
20"	50	41	35	30	27	23	19	16	14
22"	56	45	38	33	30	26	21	18	15
24"	61	49	42	37	33	29	23	20	17

#### NORMAL TYPE Letter Height

	3/8"	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1-1/8"
8"	20	19	17	14	13	12	10	9	8
10"	25	24	21	18	16	15	12	11	10
12"	30	28	25	21	19	18	15	13	12
14"	36	33	29	25	23	21	18	15	14
16"	41	38	33	28	26	24	20	18	16
18"	46	43	38	32	29	27	23	20	18
20"	51	48	42	36	32	30	25	22	20
22"	56	52	46	39	36	33	28	24	22
24"	61	57	50	43	39	36	30	27	24

#### OPTIMA TYPE Letter Height

	3/8"	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1-1/16"
8"	23	22	19	16	14	11	9	8	7
10"	31	28	25	22	18	15	12	10	9
12"	39	35	31	26	22	18	15	13	12
14"	47	41	36	30	26	21	18	16	14
16"	54	48	41	34	31	25	21	18	16
18"	61	55	46	39	35	29	24	21	18
20"	69	63	52	45	39	33	27	24	20
22"	78	69	57	49	43	37	31	27	22
24"	85	74	62	53	48	40	35	29	23

#### HELVETICA TYPE Letter Height

	3/8"	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1-1/16"
8"	20	19	17	14	13	12	10	9	8
10"	25	24	21	18	16	15	12	11	10
12"	30	28	25	21	19	18	15	13	12
14"	36	33	29	25	23	21	18	15	14
16"	41	38	33	28	26	24	20	18	16
18"	46	43	38	32	29	27	23	20	18
20"	51	48	42	36	32	30	25	22	20
22"	56	52	46	39	36	33	28	24	22
24"	61	57	50	43	39	36	30	27	24

#### Engraving Charges Table(2)

# of Char.	Character Size	Normal Style Series 302002	Other Styles Series 302002
	Up to 1/2"	\$.28/char.	\$.55/char.
	1/2" to 3/4"	\$.33/char.	\$.73/char.
	3/4" to 1-1/8"	\$.42/char.	\$.83/char.
	1-1/8" to 1-1/2"	\$.63/char.	\$1.20/char.
	1-1/2" to 2"	\$.94/char.	\$1.65/char.
	2" to 3"	\$1.38/char.	\$2.20/char.

## Just a few of our Satisfied Customers

- Gordon College
- University of New Hampshire
- Plymouth State University
- Columbia College
- National Radio Astronomy Observatory
- Armstrong World
- Fontbonne University
- New York University
- Belhaven College
- Virginia Military Institute
- Charles R. Drew University
- St. Rose of Lima
- GNPB Construction
- Swagelock
- Columbia Hospital
- 82nd Airborne
- Dominican Sisters
- BAE
- Hebron Academy
- Univ. of California
- So. NH Medical Center
- Univ. of Massachusetts
- Conway Arena
- Brigham & Woman's Hospital
- Boy Scouts of America
- Hohl Construction
- YMCA's across America