

# HELP US HELP YOU find the Right Solution

## *Ask yourself these questions:*

1. What is your budget for this project?
2. What is the sign's overall purpose?  
What is the problem to be solved or benefit to be gained?
3. Who is the target audience?  
How would you describe them in demographic terms such as age, income, education, lifestyle, etc.
4. What is the viewing distance?
5. What is the viewing time? Is the target audience lingering nearby or are they driving by at high speeds?
6. Is the sign intended to be temporary or permanent?
7. Will the sign be used indoors or outdoors?
8. Where and how does the sign need to be mounted?  
By whom?
9. Does the sign need to travel? Does it require special portability concerns?
10. When do you need the sign?
11. Do you have any additional sign and graphics needs that we can assist you with?