



Getting Started in the Sign Business

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Are you starting a sign business, or considering starting one? If so, this book will introduce you to many of the important facets involved in running a sign shop. *Getting Started in the Sign Business* provides an overview of managing employees, pricing, design, installation, maintenance and more. The types of signs introduced include vinyl, banners and vehicle graphics, digital prints and outdoor ads, electric, channel letter, and electronic display signs, even neon, painted and specialty signs. More than 40 articles by editors and contributors to *Signs of the Times* acquaint you with the issues, terminology and primary concerns every sign shop owner confronts sooner than later. Also included are the most recent *Signs of the Times* State of the Industry Reports for the vinyl, commercial and electric sign markets, as well as the latest equipment survey. *Getting Started in the Sign Business* offers the data and the details that will familiarize anyone interested in entering the field with the basics, and provide direction on where and how to find more information.

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