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# **Information On Buying A Banner To Advertise Your Business**

A custom printed banner is a well-used promotional tool. Businesses use them to promote services and products and an eye-catching design and a few well chosen words certainly attracts the customer. But what are the considerations to take into account before deciding to use a banner?

Banners are made to be seen. The size of the banner and the position are very important as it needs to be easily visible to passing customers. If the business is set in large grounds, close to main roads, there should be no problem putting up the banner. On the other hand, smaller businesses may profit more from erecting their banner on the side of a road or in a public area. If this is the case, a phone call to the local council is necessary to find out if it is allowed and if it costs to advertise there.

Banners have to be secured to prevent them flapping around. Any good textile or PVC banner should come with metal eyelets and be double hemmed. A sturdy rope or elasticized cord will be enough to tie the banner to any nearby posts or railings. If no posts are available, the banner manufacturer can supply a good frame or give the banner sleeves to thread on to scaffolding or metal poles.

The vinyl or PVC banner is not the only form of outside advertising. The sail banner can be erected in minutes and is a good option when space is an issue. They can line a car park or entrance to a business in several shades with different information displayed on each one. This eye-catching display is held up by inverted 'L' shaped poles, making sure the wind doesn't hide what's written on them.

For exhibitions or just displaying information, roller banners are ideal. Designed for indoor use, these banners unroll in seconds to form a sturdy stand on a free standing base. They can be used again and again for any type of business.

Most businesses will have their own design or an idea of what they want on their banner. It is possible to send this design by digital file. The manufacturer's guidelines must be followed and the software compatible before this can happen. Most banner makers have their own designers and can create the required images. The cost and design must be agreed on before proceeding with the banner.

Many businesses rely on the custom their banners bring in and a bit of research helps to get the right one for the business's needs.

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