911 REFLECTIVE ADDRESS SIGN PROGRAM

Interstate Sign Products
800-344-0528
www.interstate911.com
911signs@interstate911.com

The following materials contain valuable information designed to assist you in organizing a successful fundraising program. Using reflective address markers helps save precious time and makes your community a safer place to live.

911 Signs Help Emergency Services Save Lives!

Time is our enemy. In an Emergency, locating the caller's address as soon as possible is the first step in saving lives and property. Time wasted searching for the proper address is one thing many callers to 911 don't have.

Hopefully, your area has installed an Enhanced 9-1-1 system to allow you to determine the address of an emergency call. However, because many people have failed to present identifiable markings at their residence, there's a big difference between knowing the address and finding the address. Improper addressing frustrates emergency responders, but it could be deadly to the resident because of the delays that result. Proper address marking is the responsibility of the citizen, but as an emergency professional, you know that in the resident's mind it's your fault if you don't find them Immediately. This problem has been recognized for years by public safety agencies, and many communities have recently passed or started enforcing ordinances that require address numbers of certain types and sizes, but the problem persists.

Together, we can minimize if not eliminate this chronic addressing problem. We've received outstanding positive feedback on the quality and importance of our signs. With a little bit of work and some publicity you should have no problem selling signs. Simply, if you let your residents know that you have the signs and why they need a sign you will have a successful program. Let neighboring fire departments know about the sign program. They might let you sell signs in their district or start selling signs themselves. You all win. Lives and property will be saved.

Again, Thank You for your order. We are enclosing some helpful ideas on selling signs. If you have any questions or suggestions on how to improve this program, please call us. We would love to hear from you.

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911 Reflective Sign Blank Specs.

Material - Aluminum
Thickness - .063”
Standard Size - 6” x 18”
Coating - Reflective Vinyl (Both Sides)
Corners - Rounded
Holes - 4 Holes (1 in Each Corner)
Colors - Blue, Green, Red, Brown, White

Pricing

< 25	$8.90 Each
25-50	$8.40 Each
100	$8.20 Each
200	$7.95 Each
500 or More	$7.70 Each

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911 Sign Reflective Number Specs.

Material - Reflective Vinyl
Standard Size - 3” or 4”
Font- Series C
Colors - White, Blue, Green, Red, and Yellow
Packaged 25 of Same # per Pack
Ex. 25 #1 per pack, 25 #2 per pack, etc.

Pricing

3” Numbers	$4.50 / Pack
4” Numbers	$5.50/ Pack

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PACKAGE DEALS

PRICING SUBJECT TO CHANGE, ALWAYS CHECK OUR WEB-SITE FOR UPDATED PRICING

PACKAGE #1

25 SIGN BLANKS (6" X 18") ANY COLOR
10 PACKS 3" NUMBERS

$254.00 with 3" numbers
$264.00 with 4" numbers

PACKAGE #2

50 SIGN BLANKS (6" X 18") ANY COLOR
20 PACKS 3" NUMBERS

$495.00 with 3" numbers
$515.00 with 4" numbers

PACKAGE #3

100 SIGN BLANKS (6" X 18") ANY COLOR
30 PACKS 3" NUMBERS

$955.00 with 3" numbers
$985.00 with 4" numbers

PACKAGE #4

200 SIGN BLANKS (6" X 18") ANY COLOR
60 PACKS 3" NUMBERS

$1,850.00 with 3" numbers
$1,910.00 with 4" numbers

PACKAGE #5

500 SIGN BLANKS (6" X 18") ANY COLOR
160 PACKS 3" NUMBERS

$4.440 with 3" numbers
$4,600 with 4" numbers

All (Initial Order) Sign Packages Include:
Templates to Assist in Number Placement.
Number Application Instructions.
(Also Available Upon Request)
Yard Signs - 18" x 24" Corrugated Plastic Signs that Read
"Reflective Address Signs Available Here"

To place an order we need the following information: Organization name, mailing and shipping, primary contact & phone, tax exempt number for NET30, e-mail address. Payment: we accept all major credit cards by phone, online orders, or with Pay Pal.

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911 Sign Fundraising Potential

The purpose of our program is to help you find the response location the first time without delay, but there is nothing wrong with supplementing your budget at the same time. Every little bit helps. We have been told many times that this is one of the best fundraisers that organizations have used. Thanks for all that you do.

It is difficult to say exactly what your cost per sign is because it varies - dependent on the quantity of blanks you purchase, the actual number of digits in an address (some are 3 digit, some 4, some 5) and also shipping costs vary to different zones and whether a shipment goes to a residential or commercial location.

But we approximate your cost based upon a 4 digit address using our highest cost for blanks and the average shipping cost for 50 signs at a time.

$8.40 for the 6" x 18" Blank
$1.44 for 4 digit address
(8 numbers x 18 cents ea.)
$0.86 shipping/sign avg.
Total= $10.70 per sign avg. cost

# SOLD	PRICE	YOUR COST	PROFIT
100	$20	$10.70	$930
500	$20	$10.70	$4,650
1,000	$20	$10.70	$9,300
2,000	$20	$10.70	$18,600

# SOLD	PRICE	YOUR COST	PROFIT
100	$25	$10.70	$1,430
500	$25	$10.70	$7,150
1,000	$25	$10.70	$14,300
2,000	$25	$10.70	$28,600

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Helpful Ideas

Years of experience have taught us several things that we can pass on. Word of mouth and sign visibility is the key to the success of your program. The more markers that that are installed, more people will see them and want one for themselves. We have worked with thousands of fire departments and other safety personnel throughout the years and below are some ideas that have worked for other departments. We can, upon request make a flyer for you to hand out. Sample included in this pack of information. We will also, upon request, send you a couple of Reflective Address Signs Available Here for you to post where you wish. Both these services are free of charge. We are dedicated to help you in any way to get your program started.

INITIALLY, members of your organization should buy and post the signs at their homes. This is instant visibility, and when a neighbor sees a fireman with a sign at their house, they will want one too. Make sure to sell on your **Facebook page. You will sell a lot of signs off of your Facebook page**.

We have found that local newspapers will do a small story on why the address markers are needed, price and where to pick up. Also, your local VA, Lions Club, Senior Centers, EMT, Police Officers, etc. are great places to start. (remember getting the signs out for visibility is the most important).

Community events that the fire department holds do quite well with a table set up for orders. We will provide you with a flyer and order blank. (see sample in this package of information)

If you have a local tv community channel, this is a great place to advertise. Most do not charge for this service as it is for community safety.

Door to Door is more time consuming but very effective. Distribute flyers through the school, PTA's/PTO's, newsletters, tax notices, ect.

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ADDITIONAL REFLECTIVE SIGN BLANK SIZES AND PRICING.

Available in Green, Blue, Red, Brown, and White Background

SIZE	Double Sided	Single Sided
6” x 24”	$12.80	$12.00
6” x 18”	See bulk pricing	See bulk pricing
6” x 12”	$7.00	$6.50
6” x 9”	$6.00	$5.00
5” x 14”	$8.00	$7.00
4” x 12”	$6.50	$5.50

Custom Sizes Available

Signs have holes in all 4 corners for easy mounting.

Reflective Number Packs

NUMBERS ARE PACKAGED 25 OF SAME NUMBER PER PACK

IE: 25-ones to a pack, 25-two’s to a pack, etc.

$4.50 for 3” numbers (25/pack)

$5.50 for 4” numbers (25/pack)

Numbers included in bulk package pricing.

Available in White, Green, Blue, Yellow, Red

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Pricing subject to change. Check our web-site for any changes.

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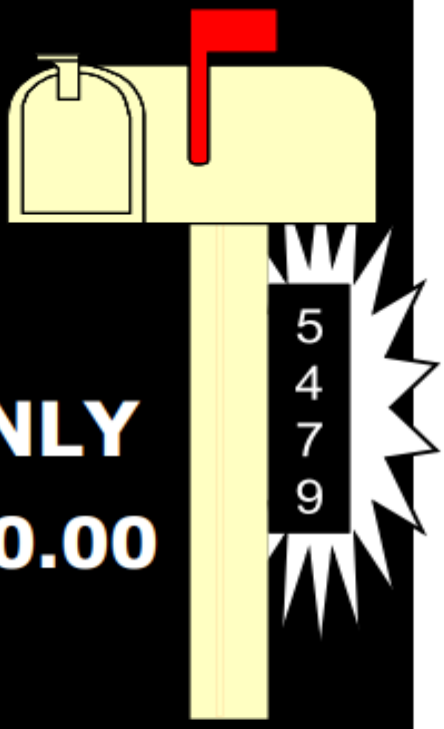
IF WE CAN'T FIND YOU

WE CAN'T HELP YOU



ONLY $20.00

REFLECTIVE ADDRESS MARKERS

SAMPLE
ABC FIRE DEPT.
ADDRESS
PHONE

FEATURES

- **Highly Visible Day or Night**
- **Reflective Material on Both Sides**
- **Fade Resistant, Last for Years**
- **Pre-drilled Holes**

ORDER YOUR REFLECTIVE ADDRESS MARKER TODAY.....
IT MAY HELP SAVE YOUR LIFE OR SOMEONE YOU LOVE.

KEEPING YOU AND YOUR COMMUNITY SAFE

SAVE YOUR LIFE....HELP US FIND YOU!.

YOUR FIRE DEPARTMENT NAME

REFLECTIVE ADDRESS MARKER ORDER FORM

Please complete the following information:

Name _____
Address _____
City, ST Zip _____
Phone Number_____

Address Number Requested

☐ ☐ ☐ ☐ ☐

Note: If your address has fewer than 5 digits, please X those boxes not used
YOUR NUMBER WILL NOT BE CHANGED.

Mounting Preference

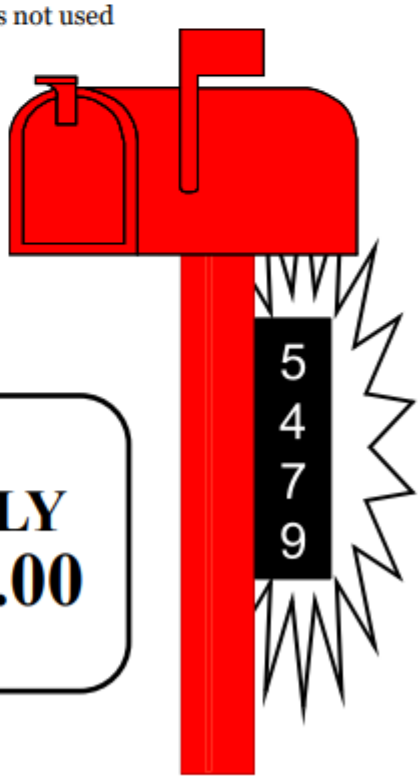
HORIZONTAL _____
VERTICAL _____
(CHECK ONE)

HORIZONTAL

PAYMENT INFOR-MATION HERE. ADDRESS PHONE

VERTICAL

ONLY $20.00



E-MAIL ADDRESS