



Interpretive Exhibits fabricates interpretive signs in addition to providing all aspects of design, layout, illustration, etc. The majority of the interpretive signs we have produced for the last several years have been done as fiberglass embedded panels with full color digital graphics. Let's address some specifics about outdoor interpretive signing:

## PRICING

The total project cost will be comprised of three elements. These are **Design, Fabrication and Mounting.**

**Design** represents by far the largest portion of the work and therefore the largest cost factor. It is impossible to quote a "standard" price for design since the actual cost will depend heavily on what you provide to the contractor and on the nature of the design concept you are striving to achieve. However, in general terms the cost of design could range from a few hundred dollars to several thousand dollars depending on original artwork, graphic resources, research, writing, etc.

The cost for **fabrication** is very straight forward. A typical fiberglass embedded panel with full color digital graphics will average approximately \$40.00 to \$45.00 per square foot depending on the size and number of panels being produced on a single order. For example, a 24" x 36" panel will cost approximately \$300.

The cost for mounting systems will naturally depend on the type of system being used. For example, a simple low profile mount vs. a kiosk structure with roof, etc. A simple low profile mounting system including two steel posts, a backer panel and an aluminum frame will average approximately \$750 - \$850 per set. A kiosk could cost several thousand dollars or more depending on a number of variables.

## SIZE LIMITATIONS

From a production standpoint the size of a single panel is limited to approximately 60" x 94" in our case. However, practically speaking this is too large for an effective interpretive panel. Generally interpretive panels we produce range up to around 36" x 48". The most popular size seems to be 24" x 36". However, there is no magic size that you "should" use. We can produce a panel 27-1/4" x 33-1/8" just as easily as a panel 24" x 36".

## **TURN-AROUND TIME**

Assuming that you may be supplying the design complete on disc ready for output then the fabrication time will generally be approximately two weeks. If starting at the beginning of the design process then you should allow something in the range of 3 to 4 month for the project. Based on previous experience, the design schedule is controlled primarily by the client's ability to move forward efficiently with reviews, approvals, etc. more than by the contractors ability to develop the work in a timely manner.

## **FULL-COLOR PHOTO SUPPORT**

The digital graphic process allows the use of full color in fiberglass embedded panels. The amount of color that is used has no effect on the fabrication cost although it may have an effect on the design cost. Color-matching on the final output can also be time-consuming, and therefore costly, due to the inherent difference between different brands of printers and monitors.

## **WARRANTY AND LIFE EXPECTANCY**

Our current digital fiberglass embedded panels are covered by a 10-year warranty against failure due to weathering. The warranty is also not affected by the amount of color that is included in the panel.

## **PRODUCT ADVANTAGES/DISADVANTAGES**

The relatively low fabrication cost and the freedom afforded the designer with regard graphic options, colors, etc. are significant advantages over some of the older processes used for interpretive panels. Ease of making subsequent changes and updates to the design and then fabricating a new panel with the modified graphic can also be a significant advantage over older technologies. Outdoor durability and resistance to vandalism are also advantages but in the end be aware that NO product available at any price can withstand the efforts of a serious vandal.

## **SOFTWARE FORMAT REQUIREMENTS FOR DESIGN SUBMISSIONS**

If we were to be working on your project and you were going to develop your designs in digital format I would suggest that you talk with one of our designers as to format requirements, etc. We are able to discuss your project and answer any of your questions. We can also provide you with a document that lists the various file types we are able to handle, as well as other requirements. Keep in mind that we try to be as flexible as possible to accommodate a variety of needs for many different clients.

Please feel welcome to contact us at your convenience if we may answer any questions of be of any other assistance.