



## 2019 Commercial Vehicle Center Sign Offer

**ARCHITECTUAL GRAPHICS INC. (February 2019)** - For calendar year 2019, Commercial Vehicle Center dealers can use all of their CVC co-op advertising funds to help offset the cost of purchasing a Commercial Vehicle Center dealership support sign. Commercial dealerships have never seen an offer like this in the past sixteen years!

In order to continue building the Commercial Vehicle Center program and increase customer awareness of Ford's specialized dealer network, dealers are encouraged to display official CVC signage.

Three (3) types of official signs are available: wall flat, monument, and pole signs.

Attached are pictures and dimensions of available signage as well as the estimated pricing for a CVC sign including product, freight, and installation. (Any zoning and electrification actions will be dealer responsibility).

Below is the estimated pricing for a CVC sign including product, freight, and installation:

**Wall Flat Sign:**

60 sq. ft. new wall flat sign: \$12,959  
31 sq. ft. new wall flat sign: \$11,846  
60 sq. ft. replacement panels: \$3,485  
31 sq. ft. replacement panels: \$2,867

**Monument Sign:**

60 sq. ft. new monument sign: \$26,482  
31 sq. ft. new monument sign: \$22,029  
60 sq. ft. replacement panels: \$5,074  
31 sq. ft. replacement panels: \$3,925

**Pole Sign:**

60 sq. ft. P25 new pylon sign: \$34,725  
31 sq. ft. P16 new pylon sign: \$26,939  
60 sq. ft. replacement panels: \$5,074  
31 sq. ft. replacement panels: \$3,925

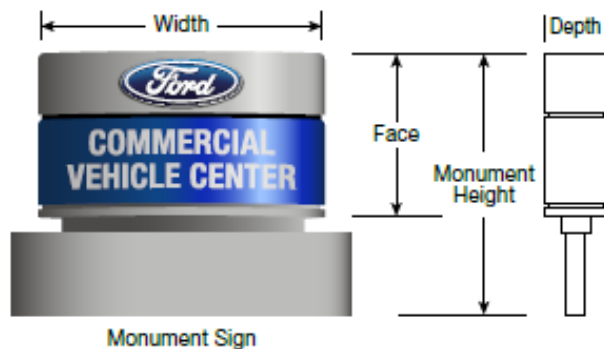
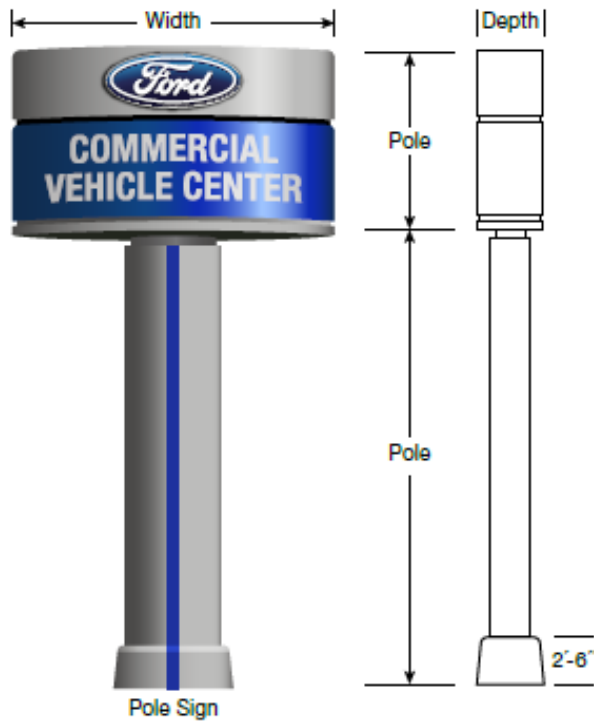
AGI is the official Ford sign contractor. All questions should be addressed to AGI. Jerry Overton (contact details below) is the key contact at AGI for CVC signs.

**Jerry Overton, Vice President**

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# Retail Identification Catalogue

## PRIMARY SUPPORT SIGNS



Signs available for dealers enrolled in the **Commercial Vehicle Center program**



### PRIMARY SUPPORT & WALL FLAT SIGNS

F A C E	Square Footage	60'	31'
	(Width/Height)	(10'-5" x 5'-9")	(7'-8" x 4'-3 3/4")
Depth	2'-2"	1'-9 1/4"	

Pole Height	Total Overall Height (Pole & Face)	
12 1/2'	—	16'-0 3/4"
16'	20'-9 1/4"	19'-6 3/4"
18'	21'-11 1/4"	21'-6 11/16"
20'	24'-9 1/4"	—
23'	27'-0"	—
25'	29'-9 1/4"	—

### MONUMENT SIGNS

Monument Height	Total Overall Height (Mount & Face)	
9'-5"	9'-5"	7'-11 1/4"

find dealer pricing information at [retailid.dealerconnection.com](http://retailid.dealerconnection.com)