

Customized Signage Program

Information Sheet

Updated: 2008

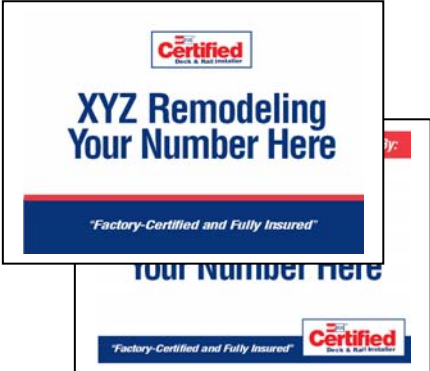




*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



Customized Signage Program

Generating Trust and Closing More Sales...

<p>Customized Signs and Banners...</p> <p><i>Simple Process - Helping Generate Leads</i></p>	<p>Enhanced Sign Program... new sizes and designs and now with online ordering!</p> <ul style="list-style-type: none"> • Online Sign Creation... easy to create and customize - just enter through the Certified Contractor Zone • Special Options... add your website address, phone number to completely customize your signs and banners • Response Driven Signs... multi-color, 3' x 5' banner will attract attention to your building or website 												
<p>Great Solution...</p> <p><i>Provides Value and Reduces Hassles</i></p> <p><i>Program available to:</i></p> 	<p>Easy and accessible marketing... will help contractors grow their business</p> <ul style="list-style-type: none"> • Target Marketing... get the attention of potential customers and set your company above the competition • Reinforce Trust... professional quality signs help you promote your company – even add your GAF-Elk certification and website address  <ul style="list-style-type: none"> • Saves Time... eliminate the paper process, proof your information online - save valuable time and avoid the hassles • High Quality Printing... durable signs and banners that are professionally printed for outdoor use 												
<p>Do the Math...</p> <p><i>Great Return on Your Investment!</i></p>	<p>Build your business with a small investment...</p> <ul style="list-style-type: none"> — If you get 5 leads from an order of 20 signs, and close rate of 20%: — Assume: \$10k Project Sell Price; 30% Gross Profit; \$32 per sign — Example Result: <ul style="list-style-type: none"> — \$3,000 Profit – For Only \$640 Invested — That's a 450% Return On Investment 												
<p>Getting Started...</p> <p><i>Steps for placing a custom sign order</i></p>	<p>How to get started:</p> <table border="1" data-bbox="415 1377 1507 1709"> <tr> <td>Step 1:</td> <td>Log onto the Certified Contractor Zone at www.contractors.gaf.com –click on the Customized Signage link</td> </tr> <tr> <td>Step 2:</td> <td>Select Sign Type (Yard Signs, Truck Signs, Job Site Signs or Banners) - and material for your sign (Aluminum, Corrugated Plastic, etc)</td> </tr> <tr> <td>Step 3:</td> <td>Select your Design from the two available choices (Note: banner material is Vinyl and there is only one design)</td> </tr> <tr> <td>Step 4:</td> <td>Select your quantity</td> </tr> <tr> <td>Step 5:</td> <td>Input your company information- carefully “proof” your information <i>before you click buy</i></td> </tr> <tr> <td>Step 6:</td> <td>Click on the shopping cart and complete the buying process</td> </tr> </table>	Step 1:	Log onto the Certified Contractor Zone at www.contractors.gaf.com –click on the Customized Signage link	Step 2:	Select Sign Type (Yard Signs, Truck Signs, Job Site Signs or Banners) - and material for your sign (Aluminum, Corrugated Plastic, etc)	Step 3:	Select your Design from the two available choices (Note: banner material is Vinyl and there is only one design)	Step 4:	Select your quantity	Step 5:	Input your company information- carefully “proof” your information <i>before you click buy</i>	Step 6:	Click on the shopping cart and complete the buying process
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<p>Questions...</p> <p><i>Your order or the process</i></p>	<p>Special Tracking Feature... available for all orders placed online</p> <ul style="list-style-type: none"> ○ Login to the Certified Contractor Zone at www.contractors.gaf.com ○ Click on the Customized Signage link ○ Click on the Order Status tab at the top of the page <p>Call ... 1-888-793-8683 for questions about your sign order or the Certified Contractor team at 1-888-532-5767, Option 3.</p>												