

Cast Your Vote for Yard Signs

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Yard signs can be profitable—even after the election season is over.

Driving around the past few weeks, it's been hard not to notice all of the political signs toting this candidate and that candidate posted up in yards, on telephone poles, and in business windows. And while I'm getting a bit tired (OK, more than a bit tired) of seeing these political advertisements plastered everywhere, I can't help but think it's a great time for the sign industry. After all, someone has to make all of these signs and banners!

Many local sign shops across the country are profiting from election season signage. With multiple candidates in multiple districts requiring multiple types of signs, there's a lot of opportunity to cash in.

But have you considered that there may be profits in yard signs, a common form of political signage, even *after* the polls close on November 6?

Yard signs are not solely confined to making a political statement—they are also found in real estate and retail. Homes are sold year-round and stores are always having sales, so check with your local businesses to see if they are looking to make a statement.

School sports teams and players also use yard signs to promote their school spirit and support for their teams. Signs can be as simple as displaying a team name and logo, or as complicated as including a photo of an individual player and their number.

Interested in learning more about school spirit signs? Check out our columnist Mark Robert's How-to article on how to create these profitable signs: http://issuu.com/signbuilderillustrated/docs/sbi_0412/25

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