Banner Tips

- Banners are priced based on ink consumption starting at $15 and go up in $15 increments. Price isn’t determined until after the banner is printed.
- The darker/bolder and higher quality of an image on the banner will cause it to be more expensive due to ink usage.
- By changing the transparency on an image is the easiest way to lower the total price of a banner.
- The use of a block/bolder font uses more ink than thinner lined font. Both can still be large in size but to “fill in” a block takes more ink.
- By using the basic colors of blue, yellow, or magenta will help lower the price of a banner vs green that has to mix colors to make it.
- Color vs black ink doesn’t matter – ink usage is ink usage.

Pricing Examples: Below are pricing examples for the different levels of ink consumption on banners.

$15

$30

Mass at St. John Fisher
Monday, Tuesday, Friday at 12:15pm
Thursday at 7:15pm
Saturday at 5:30pm
Saturday Confession at 4:30pm
Sunday at 10am

If you need transportation contact Pam Holtz at: 585-850-3496 or catholiccampusministry@sjfcup.com
Transparency Example: The top banner was $15, compared to the bottom one, which would be around $45.