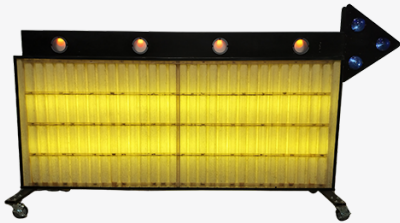


Your message, sized to the sign

The marquee is set by hand, one letter at a time, on a board about nine and a half feet wide. How long your wording runs is the one thing that decides whether it reads cleanly from across the room or ends up cramped — so it is worth planning before the truck loads.



THE SIGN

Vintage Arrow Roadside Marquee Sign — Double Sided

ITEM NUMBER	14044
SIZE	5' 2" H × 9' 5" W × 27" D
MESSAGE ROWS	4 per side
POWER	5 amps — needs an outlet
DELIVERY	Placed by our crew

WHAT TO SEND US

- Your wording typed out row by row, exactly as you want it set.
- Which direction guests approach the sign from.
- Whether both sides carry the same message or two different ones.

ONE ARROW, TWO DIRECTIONS

Point guests where you want them

The arrow head is fixed to the frame, so the two sides always point opposite ways. Tell us which way guests come from and we will set the sign facing them.

SIDE 1

POINTS RIGHT



SIDE 2

POINTS LEFT



EACH SIDE IS SET SEPARATELY

Run the same message on both sides, or two different ones — the schedule on the side facing the entry, the drink list on the side facing the bar. There is no extra charge either way.

WHERE IT WORKS HARDEST

- At an entrance, aiming guests toward registration or the main room.
- At a fork in the space — bars one way, food the other.
- Beside a photo op, where the wording becomes part of the picture.

SETTING THE LETTERS

Our crew sets the letters prior to delivery, so please send wording, row by row, in the order you want it to read.

THE ONE RULE THAT MATTERS

About 20 characters per row — spaces included

Twenty characters sits comfortably, with margin at both ends. Twenty-three still fits but fills the row wall to wall. Past that the words have to break onto the next row — and one stranded word costs a whole row.

COMFORTABLE	20 characters
FILLS THE ROW	23 characters
WILL NOT FIT	28 characters
BREAKS ONTO A SECOND ROW	

Counts are a guide, not a ruler — wide letters (M, W) take more room than narrow ones (l, L, 1).

Four rows per side. Leaving one empty is not wasted space: it is what makes the message readable from a distance.

The same sign, four ways

Every photo below is this exact sign, set up in our warehouse. Read them side by side and the trade-off between how much you say and how well it reads is easy to see.



SHORT AND CLEAN

TEXAS LONGHORN GAME	19
empty row	—
LIVE 2:30PM	11

WORKS WELL

Two tight rows with an empty one between them. Reads from the far side of the room.



A LITTLE MORE DETAIL

TEXAS LONGHORN GAME	19
empty row	—
KICK OFF 2:30PM	15

WORKS WELL

"KICK OFF" costs four more characters than "LIVE" and still sits well inside the row.



TOO MANY WORDS

TEXAS LONGHORN FOOTBALL	23
GAME	4
LIVE VIEWING 2:30PM	19

WATCH THE LENGTH

"FOOTBALL" pushes row one to the wall and strands "GAME" on a row of its own.



THREE SHORT ROWS

FORD V FERRARI 6PM	18
FREE POPCICLES	14
AND POPCORN	11

WORKS WELL

Every row well under the limit. Stacking short rows is the strongest look on this sign.

Numbers on the right are characters in that row, spaces included.

TRIMMING THE PHRASING BUYS YOU SPACE

Same message, fewer characters, easier to read from across the room.

TEXAS LONGHORN FOOTBALL GAME	28	→	TEXAS LONGHORN GAME	19
LIVE VIEWING 2:30PM	19	→	LIVE 2:30PM	11
DOORS OPEN AT 6:00 PM	21	→	DOORS 6PM	9

A FEW MORE THINGS WORTH KNOWING

- Numbers, colons and spaces each take a slot — "2:30PM" is six characters, not four.
- Red accent characters are numbers only — a time, a date, a score. Letters are always black. One red highlight per side reads best; more than that and nothing stands out.
- Four rows per side, and you do not have to fill them. An empty row is what makes the message carry.

Send your wording to your Shag Carpet designer, typed row by row, and we will set it exactly as written.