



## BUSINESS PANEL ORDER FORM

All materials must meet the State of Wisconsin specifications. All business panels are to be fabricated utilizing a **minimum** of 0.040 (*0.080 is recommended*) aluminum 5052-H38 alloy, covered with 3M **High Intensity Prismatic** grade reflective sheeting, silk screened using 3M transparent inks and clear coated after screening. Standard 3M silk-screened colors are black, red, green, orange, blue, brown, yellow, lemon yellow, violet and magenta. *The 3M Company recommends utilizing the standard colors to prolong the longevity of the panel. Special color mixing may weaken the inks resulting in premature fading when exposed to weather elements.* It is the advertiser's responsibility to replace faded and/or damaged panels.

Business panels may include the name of the business or trademark logo. Any business not having a brand, symbol or trademark to display may have their business legal name silk-screened on high intensity prismatic 3M reflective sheeting. Due to the size restrictions for business panels, we recommend seven or fewer letters per line for best readability. Over seven letters and/or intricate designs will reduce the size of the lettering, making the panel difficult to read at highway speeds. **"24-hour"** and/or **"Diesel"** and/or **"E-85"** are the only other additional information tags permitted on the panel with the business name or logo. Advertisers have two options for providing business panels:

**OPTION 1:** Businesses may supply their own business panels. Derse will charge the business \$150.00 plus tax, per direction for installation and removal (if applicable) of all supplied panels. All panels **MUST** meet Wisconsin specifications listed above. *Please contact Derse WHBS for details.* Note: All artwork is subject to approval, by Derse WHBS on behalf of the Wisconsin Department of Transportation before production.

I will furnish \_\_\_\_\_ (qty) business panels, which meet Wisconsin specifications and ship them to:

- A. Derse WHBS (address below) by: \_\_\_\_\_ (date)
- B. The advertising business location by: \_\_\_\_\_ (date)

Contact Name: \_\_\_\_\_ Telephone number: \_\_\_\_\_

**OPTION 2:** Businesses may request Derse WHBS to produce business panels. Derse will charge the business \$75.00 plus tax, per direction for installation and removal (if applicable) of panels produced by Derse. *Please see the ["Business Panel Price Guide"](#) on the reverse side of this form for pricing and quantity details.* Derse WHBS utilizes 0.080 aluminum sheets for panels covered with 3M High Intensity Prismatic (HIP) grade reflective sheeting. All business brands, symbols or trademarks will require camera-ready artwork. Digital EPS files are preferred, but color separated, camera-ready artwork will suffice when producing multicolored logos. Please contact Derse WHBS for specific details.

I would like Derse WHBS to produce my business panels. I (have enclosed)/(will provide) artwork, sample or sketch, and the specific colors of what I would like on my panel.

Contact Name: \_\_\_\_\_ Telephone number: \_\_\_\_\_