

# Learn it. Do it. Live it!

## YARD SIGN PRODUCTION



### SPECIFICATIONS AND PRINTING

Yard signs are 24 inches wide and 18 inches tall. The signs are typically printed on corrugated plastic and mounted on a wire stand, which can be staked into a grass lawn.

Many printers have the capability to produce yard signs. When comparing pricing, remember to include the price of shipping. There are many printers online which may charge less per sign than a local print shop, however, shipping costs for yard signs and stakes can be high.

When purchasing yard signs, determine if you would like single sided signs or double sided signs. If you have a tight budget, you can purchase single sided signs which can be placed to face the direction of traffic or face the street.

### PLACEMENT

Yard signs may be placed in lawns along a known walking or bicycling route to school, especially in areas with high traffic speeds or volumes. Be sure to ask the property owner for permission to install the sign, even if they are from the school community.

Yard signs can last outside for as long as two years, however, schools may prefer to put them up in conjunction with events or at the beginning or near the end of the academic year and remove them during the winter months. This will help preserve the sign and will also draw more attention to the signs when they are replaced after storage.

**Drive like  
your kids  
walk here.**



**SLOW FOR SAFETY**

**Slow  
Down!**



**Keep our kids safe.**

### ZONE IN, NOT OUT

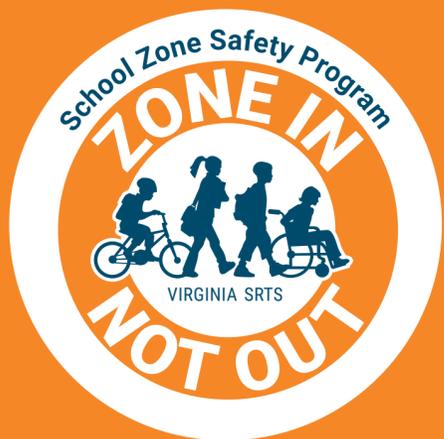
Zone In, Not Out is a package of resources that can help make school zones safer for all travelers, especially children. The idea for the program was part of an in-person training for Virginia Safe Routes to School local coordinators in the winter 2015. Charged with the task of coming up with a comprehensive approach to school zone safety with branding, messaging, materials, the local SRTS coordinators worked in small groups to develop an outline of the program.



The materials are available for download on the Virginia SRTS program website. The materials offer both 'how to' information and resources for school communities to access for expanded or more in-depth information.

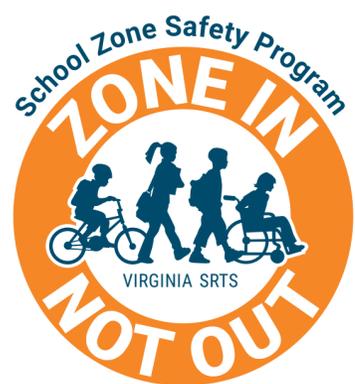


**Slow  
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**Keep our kids safe.**

# Slow Down!



**Keep our kids safe.**

***Drive like  
your kids  
walk here.***



**GO SLOW FOR SAFETY**