

Survey of Major Yellow Pages Advertisers *

Awnings & Canopies

Comparative Ad Analysis for _____

Primary Products & Important Services Offered:	Residential/Commercial/ Industrial/Resort Sales/Installation/Rental Awnings/Canopies/Valances for Hospitals, Store Fronts, Malls, Hotels, Offices, etc. Custom Metal Structures Repair/Clean/Recover Service Fabrication/Custom Tailoring Canvas/Cord Units/Roll-Ups Vinyl/Aluminum/Steel/Acrylic Fiberglass/Waterproof Units Screen Nylon/Fire Retardant Design/Engineering Service Computerized Design/Graphics European Awning Systems Stadium & Concert Enclosures Exterior Vertical Shades	Tents/Screen Rooms/Gazebos Flags/Banners/Poles Installed Shutters/Window Film/Fabrics Door Enclosures/Railings Retractable/Motorized Awnings Backlit Awnings/Canopies Soffit / Facia / Air Barrier Walls Window Wall Enclosures Signs - Custom Lettering/Logos Baked-On Enamel Window Awnings Variety of Colors/Wide Widths Welded Seam Construction Advanced Computer Graphics Frame Bending / Cleaning Service Put-Ups/Take-Downs Interior/Exterior Solar Screens Remodeling Services (Details)	Shading Systems/Skylight Shades Truck/Boat/RV/Machine Covers Tarps/Canvas Bags/Screen Enclosures Tennis Screens/Sun Screens Car Ports/Patio Covers/Spa Covers Up-To-Date Frame Technology Window/Door Protection Pool Enclosures/Cabanas/Decks/Cafes Mobile Home Canopies, Skirts, etc. ILLUSTRATIONS/PHOTOS IN ADS Domed Awnings/Fabric Membranes Entrance/Walkway Awnings / Café Covers Illuminated Awnings / Covered Entries Glass Rooms/Terraces/Vestibules Loading Dock Covers/Truck Lettering (Complete) Service Contracts (Free) Computer Imaging (See It Before You Buy)	
Key Brand Names:	A-Acon Seaman Alcan Alumax Climate Guard	Durasol Georgian Howmet Nu-Life	Regency Rion Roll-A-Way Scochtint	Sunbrella Western Room Zephyr
Confidence Factors:	Years in Business/Client List Guarantees/Warranties Authorized Dealer/References Nat'l Assn Remodelers/BBB Licensed (Lic. #) / Bonded	Manufactured on Premises Industrial Fabrics Assn Fully Insured / Reasonable Rates Licensed Electricians Certified Master Fabric Craftsmen	Quality Workmanship/Materials "We Measure and Install" / Union Shop Energy-Saving/Award Winning Designs Family/Locally Operated Business No Salesmen / Factory Direct Sales & Svc	
Convenience Factors:	Days/Hours Open Location Data/Map Free Estimates/Installation Emergency Repairs Many Styles/Size of Showroom	Free Shop at Home Service Website/E-Mail Address Credit Cards / Financing Toll-Free/Fax/Pager Number CAD Drawings	Brochure/Free Design Service Free Delivery/Free Service Contract Free Fabric Samples Showroom/Parking/Multi Locations Invitation to Check Website	
Special Services or Extras:	Foreign Language(s) Spoken Wide Selection - Colors Dealer Inquires Welcome Insurance Estimates Do-It-Yourselfers Welcome	Gutters/Downspouts / Siding/Trim Work With Architects/Contractors Guaranteed Installation Date Unusual Installations Maintenance Service/Storage	Tension Structures/Banners / Kitchen & Bath Doors/Windows/Mini Blinds/Curtains Elevator Pads/Variety of Cushions Permits/Violation Removals Put-Up/Cleaning/Take-Down/Storage Svc	
Typical Related Headings:	Home Improvements Signs	Aluminum Products Tents - Renting	Remodeling Contractors	

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