

Fleet Graphix - COSTARS Pricing Guide

1. Design & Setup Fees

Tier	Fee	Description
Basic Setup	\$50	DOT numbers, decals, small text
Logo Package	\$149	Simple logo or basic lettering layouts
Lettering+	\$199	Multi-panel logo + lettering layouts
Partial Wrap Design	\$299	Side/rear wraps with logos and brand elements
Full Wrap Design	\$399	Full vehicle design (first-timers or rebrands)

Note: No design fee if files are fully press-ready; \$99 File Review Fee may apply.

2. Square Footage Rates (Material + Install)

Surface Type	Retail Rate/sq ft	COSTARS Rate (15% Discount)	Description
Flat Surfaces	\$12.00	\$10.20	Trailers, signs, box trucks
Moderate Curves	\$14.00	\$11.90	Vans, pickups, moderate vehicle c
Complex/Deep Curves	\$16.00	\$13.60	Bumpers, tight corners, high-detail

3. Installation-Only Services

Service Type	Rate	Notes
Install Labor	\$75.00/hour	Customer-supplied graphics
On-site Installation	\$75/hr + \$0.75/mi	For remote or offsite installs

4. Removal Pricing

Complexity Level	Rate per sq ft	Description
Basic Removal	\$3.00	Flat, non-laminated vinyl
Moderate Removal	\$4.50	Laminated vinyl, mild adhesive

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Complex Removal	\$6.00	Multi-layer, baked-on adhesive, rivets
Emblem Removal	\$25 flat fee	Per emblem or badge

5. Optional Fees

Fee Type	Rate / Notes	Additional Info
Rush Turnaround	+15-25% of total job price	Depending on rush level
Surface Preparation	\$50-\$200	Depending on condition
Travel / Site Visit	\$75/hr or \$0.75 per mile	
Reprint / Repairs	Quote based on project	
Minimum Project Charge	\$100 minimum per project	

6. Specialty Vinyl Pricing

Material Type	Retail Rate/sq ft	COSTARS Rate (15% Discount)	Notes
Perforated Vinyl	\$20.00	\$17.00	Window perf vinyl, \$100 min order
Reflective Vinyl	\$25.00-\$30.00	\$21.25-\$25.50	Emergency/utility vehicles, \$100 m

7. Rush Fees & Turnaround Times

Rush Type	Timeline	Rush Fee	Minimum Fee	Notes
Priority Rush	7-9 business days	15% of total job	\$100	Standard rush for faster com
Express Rush	4-6 business days	25% of total job	\$200	Faster turnaround requiring p
Emergency Rush	3 business days or less	35% of total job	\$350	Only for simple jobs (door let

8. Waste Factor & Print Efficiency Policy

To ensure quality and accuracy, a 15% waste buffer is applied to all print jobs to cover bleed, overlap, misprints, and color testing.

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