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The advertising industry today has left no quarter untouched, where they have not reached. Starting from Media including Newspaper, TV, magazines to online advertising on internet and related media, thrust now has been on other cheaper and practical methods of advertising. Offline advertising is another term which includes promotion to the common man through a conventional yet effective method like Custom banners and Vinyl Banners. With the advent of digital quality printing on varied surfaces like Vinyl, plastic, cloth and fabric, Digital and innovative advertising has been on the rise in recent years. Digital Banner Printing involves very thin layer of ink, which does not smudge into each other and the outlines and borders are sharper and clearer than earlier methods.

The recent printing machines are outfitted with UV curing to protect the banners from fading away due to UV rays of the sun. The ink used also consists of UV resistant solvents, thus making them able to withstand the harsh UV rays of the sun. Many companies in US are offering these services of full color indoor and outdoor Banner Printing to promote your business. Companies like Excel Print and Promotions offer custom and Vinyl banners for promotion of all kinds in New York. One can also customize a banner of his choice and place an online order to these companies.

Vinyl Banners make a great chose to any kind of promotion as itâ€™s very durable, have a long lasting impact, rich in color and contrast and is resistant to Sunlight, UV rays, rain and harsh weather conditions. More so, the reach of digital printing gives Vinyl Banners another dimension towards flexibility of application of colors and printing. The latest inks like Latex inks and UV curing and solvent inks increase the life of these banners and printing and thus make them more durable and long lasting. Some of the types of Vinyl Banners are Scrim Vinyl, matte Vinyl, Gloss Vinyl, Blackout Vinyl, Adhesive and mesh Vinyl etc.

Another receptive method of promoting your business is through Custom Banners. One can write a marketing idea in a banner, design it and give creative text to grab attention of the public. This is a very cost effective method of innovative advertising in very simple terms. Use at crossovers, stations and bridges grab maximum attention and can give you huge coverage. Hence, implement a effortless and valuable method and stay close to your customers by Banner advertising.

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Excellprint-promotions a leading printing company in New York. We provide best a [Banner Printing](#) and business card printing in White Plains, New York. Contact us at 914-437-8668 and [info@excellprint-promotions.com](mailto:info@excellprint-promotions.com)

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