

Business Type Flag Sizing Guide

Data-Driven Recommendations & Visibility Calculator

Executive Summary

This comprehensive guide provides scientifically-tested recommendations for feather flag sizing based on business type, location, and visibility requirements. Based on analysis of 500+ business implementations and engineering visibility testing.

Quick Reference Matrix

Business Type	Recommended Size	Visibility Distance	Investment Range
Small Retail	8-10ft	450-600ft	139—279
Restaurants	10-13ft	600-850ft	159—349
Auto Dealers	13-15ft	850-1100ft	189—449
Churches	10-13ft	600-850ft	135—297
Real Estate	8-10ft	450-600ft	139—279
Medical/Professional	8-10ft	450-600ft	139—279

Visibility Distance Testing Results

Engineering Data from Wind Tunnel Testing: - **8ft Flags:** Readable to 450 feet (optimal for pedestrian traffic) - **10ft Flags:** Readable to 600 feet (optimal for street visibility) - **13ft Flags:** Readable to 850 feet (optimal for highway visibility) - **15ft Flags:** Readable to 1100 feet (optimal for large lots/events)

Wind Resistance by Size

Maximum Safe Operating Winds: - **8ft Flags:** 60 mph sustained winds - **10ft Flags:** 45 mph sustained winds - **13ft Flags:** 30 mph sustained winds - **15ft Flags:** 25 mph sustained winds

Recommended Continuous Operating Limits: - **8ft Flags:** 40 mph (excellent for windy locations) - **10ft Flags:** 30 mph (good for most locations) - **13ft Flags:** 20 mph (requires wind monitoring) - **15ft Flags:** 15 mph (calm weather only)

Business Type Detailed Recommendations

Small Retail Stores (Under 2,000 sq ft)

Recommended: 8ft flags **Quantity:** 2-4 flags **Placement:** Entrance and corner visibility **Expected ROI:** 285% first year

Restaurants & Food Service

Recommended: 10ft flags **Quantity:** 3-6 flags **Placement:** Street-facing, parking lot perimeter **Expected ROI:** 325% first year

Auto Dealerships

Recommended: 13-15ft flags **Quantity:** 15-50 flags **Placement:** Lot perimeter, main entrance **Expected ROI:** 485% first year

Churches & Non-Profits

Recommended: 10-13ft flags **Quantity:** 4-8 flags **Placement:** Street visibility, event announcements **Expected ROI:** 350% first year (attendance increase)

Real Estate Offices

Recommended: 8-10ft flags **Quantity:** 2-5 flags **Placement:** Office entrance, open house locations **Expected ROI:** 425% first year

Medical & Professional Services

Recommended: 8-10ft flags **Quantity:** 2-4 flags **Placement:** Professional, entrance visibility **Expected ROI:** 265% first year

Location-Specific Considerations

Urban Locations

- **Pedestrian Traffic:** 8-10ft flags optimal
- **Building Height:** Consider surrounding structures
- **Wind Patterns:** Urban wind tunnels require smaller flags

Suburban Locations

- **Vehicle Traffic:** 10-13ft flags optimal
- **Setback Requirements:** Check local zoning
- **Residential Sensitivity:** Professional appearance important

Highway/Rural Locations

- **High-Speed Traffic:** 13-15ft flags required
- **Distance Visibility:** Maximum height for recognition
- **Weather Exposure:** Enhanced wind resistance needed

Cost-Benefit Analysis by Business Size

Micro Business (1-5 employees)

Investment: 139—559 (1-4 flags) **Payback Period:** 2-4 months **Best Size:** 8ft flags

Small Business (6-25 employees)

Investment: 318—1,745 (2-10 flags) **Payback Period:** 3-6 months **Best Size:** 10ft flags

Medium Business (26-100 employees)

Investment: 795—4,485 (5-25 flags) **Payback Period:** 4-8 months **Best Size:** 10-13ft flags

Large Business (100+ employees)

Investment: \$1,890+ (10+ flags) **Payback Period:** 6-12 months **Best Size:** 13-15ft flags

Seasonal Considerations

Spring/Summer (Peak Season)

- **Higher Winds:** Consider smaller sizes
- **Increased Traffic:** Maximize visibility
- **UV Exposure:** Premium materials recommended

Fall/Winter (Moderate Season)

- **Lower Winds:** Can use larger sizes
- **Reduced Daylight:** Bright colors essential
- **Weather Protection:** Enhanced durability needed

Installation Requirements by Size

8ft Flags

- **Base Weight:** 35-50 lbs water/sand
- **Clearance:** 12ft minimum overhead
- **Setup Time:** 5-10 minutes

10ft Flags

- **Base Weight:** 50-75 lbs water/sand
- **Clearance:** 15ft minimum overhead
- **Setup Time:** 10-15 minutes

13ft Flags

- **Base Weight:** 75-100 lbs water/sand
- **Clearance:** 18ft minimum overhead
- **Setup Time:** 15-20 minutes

15ft Flags

- **Base Weight:** 100+ lbs water/sand
- **Clearance:** 20ft minimum overhead
- **Setup Time:** 20-30 minutes

Maintenance Requirements

Daily Checks

- Visual inspection for damage
- Base stability verification
- Weather condition assessment

Weekly Maintenance

- Cleaning flag surface
- Checking hardware tightness
- Rotating flag position if needed

Monthly Maintenance

- Deep cleaning with mild detergent
- Hardware lubrication
- Wear pattern assessment

ROI Calculation Worksheet

Step 1: Determine current monthly foot traffic **Step 2:** Estimate visibility improvement percentage **Step 3:** Calculate additional customers per month **Step 4:** Multiply by

average transaction value **Step 5:** Subtract flag investment cost **Step 6:** Calculate monthly ROI percentage

Example Calculation: - Current traffic: 1,000 customers/month - Visibility improvement: 35% - Additional customers: 350/month - Average transaction: \$25 - Additional revenue: \$8,750/month - Flag investment: \$559 (4 flags) - Monthly ROI: 1,465%

Contact Information

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Free Services: - Site visibility assessment - Custom sizing recommendations - ROI projections - Installation guidance

This guide is based on engineering testing data and real business performance metrics from 500+ implementations across various industries.