

# Concord For Hometown Heroes Banners

Matthew Wierzchalek-Seiler  
69 Manchester St. Lot 3  
Concord, NH 0330-5147  
(603) 219-6792 cell /text/voice  
[mattseiler5757@gmail.com](mailto:mattseiler5757@gmail.com)



## Pricing and Policy

We appreciate the opportunity to pay tribute and honor to the veteran you choose to put on a banner. We feel this is a wonderful way to honor veterans and their service and sacrifice. We thank you for your support. As we expand our offerings for different forms of banners, we will update this information as needed.

### Cost and Payment

The cost for a banner is \$200.00 for a single photograph (one veteran) banner. A dual photograph banner (two different veterans) is \$270.00. Both styles come with a warranty against failure or damage for the three year period. This cost includes photo work, manufacturing of the banner, installing in the Spring, taking down for winter storage, and yearly cleaning of the banners. We do not make a profit on this process, we try to just cover our costs. We intend to become a non-profit organization in the near future, which will enable us to fundraise and thereby keep costs down.

All checks should be made payable to “Concord for Hometown Heroes Banners.” We are working on adding a payment feature on our Facebook page or future web site.

### Eligibility

As far as who is an eligible subject for a banner, the honored veteran must have served in the United States Armed Forces, may be a living or deceased resident of the town, or a relative or friend of a resident of the town. This will allow for the broadest number of local veterans to be honored.

### Photo Considerations

We prefer to not receive photos in the mail, due to the risk of damage. This could be an heirloom or the only copy of a photo that is nearly impossible to replace. We are working on this issue, so for the current situation, please contact us and we will make arrangements.

Photos from social media are unacceptable since they will not look decent once they are enlarged. The photo of your hero on the banner will be 24 in. wide x 26 in. high, or maybe taller.

We take great pride in our photo work done by a professional Restorationist, who puts his heart and soul into his work. He works on a contract price for us and his support makes it possible for us to keep our prices affordable, and it is the same with our commercial printer.

We prefer to work with the most original copy of the photo you can supply. Not all copies are the same as the original. Many photo copies are resized or printed in a lower resolution than the original, so this gives our Restorationist less data to work with. Since the photos on our banners are enlarged multiple times during our process, the best results are obtained with the highest starting resolution.

## Printing Sign Offs and Process

Once an application, photo, and payment are received, we can start the process of creating a banner.

For the first step, we send you a mail message with a “ data sheet.” This data sheet shows the text to be displayed on the banner. The data sheet also lists any medals, in order. The first medal on the list is placed on the bottom left of the photo. The last medal on the list is placed on the bottom right of the photo. This is done according to military ranking (that is, importance) of the medals.

If you agree to this, we ask that you reply directly to our e-mail, thereby creating a chain. If not, we can communicate back and forth until you are satisfied. We will ask you to look at our photo album of banners with medals, which we will provide. Once this is approved, we move onto the layout of the center of the banner.

### Layout of the Center of the Banner

The central part of the banner contains the following:

1. Our U.S. flag as a background. This image of the flag belongs to us and is used in all of our banners for uniformity.
2. A restored image of the veteran on the banner, with background removed.
3. Any Meritorious Awards earned by the veteran, with the background removed, are placed on the banner. We appreciate any verification that you can provide, such as citation or DD 214. We do not want the original document, so copies are accepted and preferred.

### Approving the Photographic Image

This work is done by our Photo Restorationist. Once completed, you will receive an e-mail containing this image. Once again, you will be asked for approval, so this is your opportunity to decide if you want to discuss placement of medals or size issues. Once this is approved, the file is sent to the Printer, where it is locked and cannot be changed without going back to the Restorationist. Once again, this approval is done via an e-mail chain for our records.

### Approving the Printer's Proof

The last and final approval you need to supply is approval of the Printer's Proof. At this point, the only items that can be changed are textual errors. The Printer is not able to make any changes other than the text on the banner. This approval must be done by e-mail and needs to be done quickly since the next step is the final printing. The banner image sent in this e-mail is downsized so it can be sent via e-mail. This is necessary because most printer proofs are larger than 1 gigabyte (GB), too large for most e-mail servers. The downsized image is an exact copy without the full size and resolution of the Printer's Proof.

Since the Printer produces banners in pairs, side by side, we caution you that it would be unfair to delay final approval since this would delay another sponsor's banner. Also, to print a single banner would waste over eight feet of material. A timely final approval helps all parties involved.

If you have any questions about this process, please ask and we will do our best to get you through it.

### Other Options

We can process banners honoring two different veterans, or two different photos of one veteran in different branches of the military. The change to your approval process is that you will receive two data sheets for text approval, two images for center section approval, and two Printer's Proofs for approval. The proofs would be labeled A side and B side throughout this process.

This has been a learning process for us, but our goal is to produce banners as quickly as possible and with the best results. Our Photo Restorationist, two different Printers, along with our organization, handle this entire process and this is the best approval method to get the quickest and best banners possible.

Our Photo Restorationist is capable of producing reprints of your veteran at a very affordable price. This is a service the Printer provides using contract pricing. Note that the cost is additional to the banner production price.