



THE DIGITAL ADVANTAGE

YOU CONTROL.

When you install a digital display, you own and control your very own advertising medium. You decide what to say to your front-door audience and how long you want to say it. Use content from the Daktronics free media kit and our intuitive, Windows-based software to reach more customers. Just be sure to keep your messages fresh and brief.

Instead of putting together messages at the last minute, it's a good idea to develop an overall plan. Take a look at the suggestions below to help build a basic ad campaign:

- › Use 50% of your display's total content to promote your products, services, specials, and sales.
- › 23% of your content should include a call to action, such as "Free samples inside" and "Sale ends today."
- › Establish yourself as a community member by devoting 25% to public service announcements and local events.

"Our first promotion was the Powerball jackpot. After the store closed at 9 p.m., a crowd of people lined up outside. We re-opened the store for fifteen minutes and sold \$80 worth of lottery tickets."

—Mike Dent, Casey's Corner
Ocean City, Maryland





“We saw an average increase of 110.58% in dessert sales for one week. Since then we continue to run promotions and experience similar results.”

– Megan Grundstrom, Taco John’s Marketing and Business Development Manager
Minot, North Dakota



YOU PROFIT.

Think of a digital display as an investment to grow your business, not as a capital expense. An LED sign increases sales by:

- › Reaching the front-door audience. 50% of sales come from signage; 85% from within five miles of a retailer’s location (Small Business Association).
- › Attracting customers with messages they can turn into your parking lot and buy, unlike TV, radio, and newspaper ads.
- › Responding to unexpected events with a timely message.
Example: “Snow blower sale” after a snow storm or, “Congratulations home team!”
- › Targeting different demographic groups and promoting a wide range of goods and services with multiple messages.
- › Triggering impulse buying. 80% of total buying is unplanned.
- › Displaying graphics that attract the attention of our image-based culture.

Discover more about LED signs and how they stimulate sales in our white paper, *Gaining the Advertising Edge* at www.daktronics.com/adedge.



YOU BENEFIT.

To help you understand the potential of a new display, fill out the following worksheet.

Let's assume that your new digital display increases your business by just 15%. (Installing an electronic changeable board increases revenue a minimum of 15 percent up to 150 percent.)¹

1. What does a typical business day yield? _____ dollars
2. Multiply question 1 total by 15%:
(Example: \$1,000 per day x .15 = \$150 increase) _____ dollar increase per day
3. Multiply question 2 total by number of weekly business days: _____ dollar increase per week
4. Multiply question 3 total by 52: _____ total annual increase

NOTE: if you prefer to keep your business's daily yield private, simply use the figure "\$5,000" for the first question in the worksheet. Fill in the rest of the worksheet, using "15%" for question 2, to see that an EMC could increase your business's sales by \$3,750 per week.

¹ U.S Small Business Administration and Signage Foundation for Communication Excellence, Signage for Your Business <http://www.signalindustries.ca/Assets/PDF/SBA%20referral%20for%20EMC.pdf>

YOU INVEST.

Are you hesitating to invest in a digital display? Think about these points before you make a final decision.

- › We offer financial options. You can make affordable monthly payments while your new display drives sales.
- › Reallocate funds you designated for advertising/marketing to pay for the display.
- › You may qualify for a federal tax deduction when you install a display. See www.daktronics.com/Section179.
- › Running a display will cost less than you think. LED technology is energy efficient. Ask your Daktronics representative for an energy consumption report for the model you're interested in.
- › Digital display ads are more cost effective than TV, newspaper, and radio advertising. Traditional media ads reach customers when they can't buy or who are outside your trade area.

“Almost immediately after installing the display, I had a 12% increase in sales. I spend less on newspaper and radio advertising in lieu of promoting our food, banquets, wine sales and more on the digital display.”

—Matt Sanders, Owner, Matt's Steakhouse
Rolla, Missouri



YOU OWN.

Daktronics offers financing options. You can own and use an LED sign while making affordable monthly payments. With no cash invested in your sign, you have both the money and the display working for you.

We offer highly competitive rates, fast processing, and a variety of options:

1. One Dollar Buyout
 - > Most commonly used option
 - > Sign ownership for \$1 after payment completion
2. Municipal Lease Purchase
 - > Solution for city, state, and county entities
 - > Annual budget appropriations accommodation
3. First Amendment Lease
 - > Lower monthly payment
 - > Early buyout option

Financing Example:
The purchase of your display, including soft costs such as installation, will cost \$40,000. With a 60 Month Lease Purchase, your monthly payments will be approximately \$800 a month.

For more information visit www.daktronics.com/financing.





CHOOSE DAKTRONICS.

EXPERIENCE

Founded in 1968, we meet the expectations of tens of thousands of customers in more than 100 countries.

INTEGRITY

Daktronics is publicly traded on NASDAQ as DAKT. We have been named as one of the Forbes Most Trustworthy Companies for multiple years.

OUTSTANDING LED TECHNOLOGY

More than 350 degreed engineers on staff and millions of dollars invested into research and development ensure cutting-edge products.

PRODUCT RELIABILITY

Technicians rigorously test our products in our onsite lab for dependability and continuous design improvement.

SERVICE

Our network of service staff throughout the United States and Canada provide you the support you expect. Our Customer Service team also will take care of you before, during, and after installation.

SOFTWARE TRAINING AND CONTENT

Choose from several software training options, as well as online tutorials and videos. A free media kit comes with every display. In addition, you can download award-winning content at buy.daktronics.com.

OUR HISTORY

Two engineering professors from South Dakota State University in Brookings, South Dakota, founded Daktronics in 1968. Our first facility was a small tire shop. Today, we sell our products worldwide, but we haven't forgotten our roots. From our CEO on down, we put you and your needs first.

For more information visit www.daktronics.com/company.



www.daktronics.com/commercial