



SPRING/SUMMER 2009

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# Catch the Next Wave in Advertising

## Zuni Media Comes to Town

Advertising revenues are down in '09, but there is money to be made by small to mid-sized sign companies. A unique sign advertising medium and developing network has been designed for the entrepreneur and existing sign companies. The word is Zuni.™ Zuni Scrolling Signs and Zuni Media are coming to a neighborhood near you, and we are looking for partners to share in the benefits of an exciting concept in advertising.

## Eyeballs Have Value—Reap Your Share

All advertising rate cards are built on a mathematical principle. Eyeballs are counted and CPMs are computed based on traffic. Until now, small businesses have had meager benefits because the networks are owned by large corporations such as Disney (ABC), Viacom (CBS), GE (NBC), AOL (Time Warner, CNN), News Corp (Fox Broadcasting, New York Post, Wall Street Journal, 20th Century Fox).

The small and medium sign company may sell some equipment, may make some fees for installation and printing, and may be entitled to certain percentage points based on commissions or referrals. But the money from the advertising goes to the big boys. Here's your secret weapon—you have access to the same eyeballs. And Zuni Media is prepared to help finance your network and provide you immediate opportunities for income by selling advertising in a growing network. Even with the credit crunch, all you have to do is work and reap the rewards.

**ISA Show Special**  
Make a small deposit at the ISA show as a Media Rep or Distributor and save \$3,500 on your first equipment purchase requirement.

## Traffic Signals are Flashing

*"US company ad budgets to slash over \$9 billion in '09."*

-- Adweek, Dec. 2008.

*"Grab your life jacket,"* announced a Sept. 2008 Media Week article. Internet and OOH (Out of Home) will rack up gains, while TV, Print, and Radio will be down or flat.



## New Era/New Mentality in Advertising

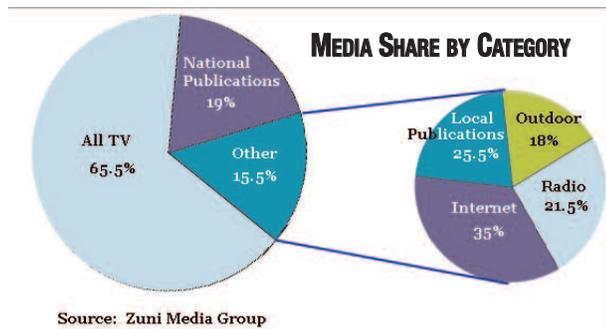
This much is certain: It is the creative platforms which will take share away from the big players. *"Advertising dollars are moving away from traditional strategies,"* quoted the Aug. 2008 Reuters article, Traditional Brand Advertising is Broken. The article went on to deliver this: *"The trend that will continue*

*to affect the media universe...is the ongoing shift in advertising dollars from traditional media to non-traditional media."*

## Digital Billboards, Move Over

Scrolling signs look like full color digital billboards, but are inexpensive. And we can help our partners cash in on the trend which digital billboards have established. Here's the research: Arbitron discovered that consumers like digital billboards and they remember the advertising messages. Multiple and changeable ads can reduce the cost of advertising, which increases the effectiveness and value of the advertising.

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Distributorships are available; please call now! Or check us out online: [zuniscrollingsigns.com](http://zuniscrollingsigns.com).

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## Digital Rollout Suspended

The large Outdoor companies thought they were ahead of the curve with their move from analog billboards to digital. But now Lamar, CBS Outdoor and Clear Channel have suspended their digital rollout for 09, faced with the credit crunch.

*"To save money, Lamar Advertising temporarily suspended its digital rollout in '09," --Media Week, Forecast 2009. With a \$300 to \$500 THOUSAND conversion cost per billboard, and the knowledge that advertisers are spending "scared money," the major players can't risk the investment.*

## Neo and Traffic Merge

Two of the most important players in advertising in Canada, the Neo Advertising Group and Traffic, have joined forces to provide diversified, complimentary and optimized media placement through their specialized network of digital and static advertising in Canada.

This new player specializing in shopping center advertising is now known as Neo-Traffic, and both companies will join forces under this new and unique banner to create a Canada-wide network of advertising. The new company has merged the teams, expertise and inventory of Neo Advertising, the leading operator of digital signage advertising networks in Canada and Traffic, renowned for its innovative range of interior and exterior static advertising products.



*Scrolling Mall Sign*

Considering that 75% of retail sales in Canada are made in shopping centers, it is easy to imagine that the creation of this advertising giant will ruffle some feathers as much as it will stimulate the market.

*"By pushing further the limits of advertising possibilities, Neo-Traffic is now positioned to offer a privileged access to the*

## Our Cost Advantage

Zuni Distributors will sell the most effective, laser-focused advertising at a fraction of the cost of traditional (and especially digital) Outdoor. Instead of \$2 or more CPM rates (traditional Outdoor) or \$4 (digital), our network rates will run between 50¢ to 80¢ and usually will capture eyeballs at a very respectable 70 to 80% rate.

## Don't Delay

How do you get in on the ground floor of the newest and most exciting business model in advertising since Pay Per Click? Easy. Call us. . .now!

*largest network of shopping centers in Canada. In merging these two companies specialized in advertising in shopping centers, we become the only Canadian company able to offer a global media solution with immediate market entry to all owners of shopping centers. Not only do we have the know-how and the financial means to support our proposition, but we also benefit from the strength of our mutual professional experience,"* added Benjamin Mathieu, CEO of Neo Advertising Canada.

## Scrolling: An Excellent Option

Zuni Scrolling Signs is proud of their new LCD line of digital display products. As seen at the ISA show in Las Vegas, Zuni offers customers an excellent digital product.

Still, Zuni dominates the US market with their patented scrolling systems. "It's like comparing apples to oranges," says Zuni president Winston Riley, "Scrolling signs offer many advantages over digital. Graphically, the images are better. Cost wise, scrolling technology is better suited to the small business person who doesn't have an endless supply of cash or credit. This is an advertising medium custom built for the economy we're experiencing."

For more information about either digital or scrolling displays, contact Winston Riley at 417.581.0738.

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