



WINTER 2009

www.zuniscrollingsigns.com



New Jersey: 908.489.4616 Missouri: 417.581.0738 scrollingsales@gmail.com

Catch the Next Wave in Advertising

Zuni Media Comes to Town

Advertising revenues will be down for '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.



While large media corporations are facing a rough year, Zuni Media is adding distributors and growing our network.

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.

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, while it forecasted that two players are likely winners in '09 while the others will lose. Internet (Including Social Networks) 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

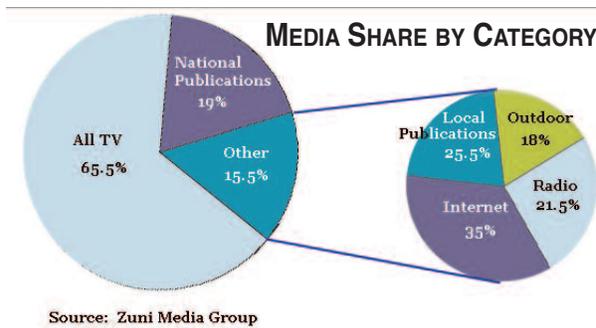
This much is certain: It is the creative platforms which will take share away from the big players. **“Advertising dollars are moving away from traditional strategies,”** quoted the Aug. 2008 Reuters article, **Traditional Brand Advertising is Broken.** The article went on to deliver this, **“The trend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

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!

Out of Home Continues to Outpace Ad Industry

(Washington, DC) – Despite a softening economy, out of home advertising industry revenue grew 1.7% in the second quarter of 2008, accounting for \$2.2 billion in advertising expenditures.

"The out of home industry continues to grow at a rate faster than most other media", said Stephen Freitas, Chief Marketing Officer for the Outdoor Advertising Association of America. "This growth speaks to the continued increase in popularity of the outdoor medium, even during these softer economic conditions."

The growth figures confirm outdoor's place in the American lifestyle. Although commuting habits are changing, Americans are still spending more time outside the home, where they are exposed to increasingly innovative methods of outdoor advertising. Despite high gas prices, consumers are commuting, traveling, and using methods of public transportation which contribute to the bottom line of outdoor advertising's core audiences.

"The reach of outdoor advertising is unchanged despite changing travel habits, and that makes it a very attractive medium as other media suffer from fragmentation and declining audiences," said OAAA's Freitas. "Outdoor is the one medium which is difficult to avoid and can provide advertisers with great value for their dollars.



OAAA issues full industry revenue estimates that include, but are not limited to, Miller Kaplan, TNS data on outdoor, member company affidavits, and media projections based on a mix of recognized nationally syndicated data sources. Revenue estimates include billboard, street furniture, transit, and alternative outdoor media spending.

(OAAA is the trade association representing the outdoor advertising industry. It is dedicated to leading and uniting a responsible outdoor advertising industry that is committed to serving the needs of consumers, advertisers, and

the public. The nearly 1,000 OAAA member companies generate more than \$7.3 billion annually in ad revenues, representing more than 90% of industry income, and donate space to charitable organizations in excess of \$400 million each year.)

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