



SPRING | SUMMER 2008

www.zuniscrollingsigns.com



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The Money is in the Advertising!

Keeping a Piece of the Action

Our distributors make good money. It is a great time to be selling scrolling light boxes. Like all industries at present, advertising is suffering. Clients are cautious and looking for alternatives.

Full color video LEDs are expensive to buy and also expensive to advertise on. Scrolling media is much less expensive to advertise on. So our distributors are making money now, even though distributors of full color LEDs are hard hit.

But the smart distributors want to make the REAL money. The money is in the advertising! So here is a quick lesson on making real money selling scrolling light boxes. . .



Drive around in your city. Identify several good locations where a billboard seems to be available or in need of attention. Also, look for wall spaces, either outside or in a shopping mall. These can be excellent locations for scrolling signs.

Offer to install scrolling advertising equipment to

the owner of the real estate, in exchange for 50% of the ad revenue. This will provide you with monthly income, which will vastly improve your return. You can also get the equipment paid for up-front, by charging for your value-added services.

Call us today to learn more. Remember, *the money is in the advertising!*

What is Scrolling Advertising Equipment?



Although the technology is not new, scrolling signs are very rare in the United States. They look like other back-lit signs with one significant difference—they scroll! Zuni™ has many models available in sizes from just a few feet wide to outdoor billboards 20 feet across, as well as a large variety of indoor styles and sizes for applications in malls and public transportation terminals.

The benefit is that they generate three to five times the revenue of normal advertising signage, and the motion of the signs changing makes them nearly impossible to ignore, which presents quite an edge to advertisers who hope to be noticed. They are surprisingly affordable and represent a significant business opportunity for distributors who sell them and for the businesses who will own and operate them. To learn more, check out www.zuniscrollingsigns.com.

Computing the Value of Scrolling Signs*

Zuni™ scrolling advertising equipment is sold through our distributors or directly to national accounts. Each Zuni™ sign is a business in itself since it works full time, with beautiful back-lit images which are easily changed within minutes.

No. of Posters	Mo. Income Per Image	Estimated Net Profit Per Year	Resale Value of Business	Lifetime Profit of Business (10 yr)
4	100	3300	8,250	33,000
6	200	12,200	30,500	122,000
5	500	26,000	65,000	260,000
10	800	88,000	220,000	880,000

Consider a small sign with only 4 posters and monthly income of \$100 per sign. After deducting annual costs and then multiplying that net income by 2.5, you establish the value of that business for resale. Calculating other scenarios with large two sided signs, the business is worth 10 times the investment, and has a future value between 15 to 45 times the cost of the equipment!

*This chart is for illustration purposes only and represents signs of various sizes.

Distributorships are available; please call now!
Or check us out on-line: www.zuniscrollingsigns.com

