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ZUNI

ADDRESSING THE NEEDS OF INDIVIDUAL ADVERTISERS AND PLANTING THE SEEDS FOR A SECURE FUTURE.

Scrolling Signs

A strategic alliance between Zuni and IShop America! Benefits for affiliates and advertisers alike with internet and billboard advertising combined.

ZUNI and ISHOP- Indoor, Outdoor and the on the Web!

Zuni Scrolling Signs and IShop has formed a strategic alliance, creating a win – win benefit to both organizations. Both Zuni and IShop are the market leader in their respective medium, and now the two companies support each other. Every new IShop affiliate receives three scrolling signs to assist them with their marketing efforts, and Zuni distributors can secure an IShop affiliate territory at a discount. Advertisers will see the benefit of placing ads online and on-site with presence on the web and on scrolling signs. Other benefits of Zuni and IShop affiliation

are that it completes the circle of an integrated customer-focused marketing system. Having an online presence increases your search engine optimization and also gives your advertisers a wider audience. A sample of what IShop offers as part of the “bundled” services includes:

- Virtual Tours and Picture Galleries.
- Coupons and discounts that are updated daily.
- Events and attractions updated in real time
- Guaranteed Google clicks for local searches.
- Other internet billboard ads.
- Mobile advertising.



Get Out Of The Sign Business!

ISA presenter Ted Garrison points out those businesses that only sell signs are forced to compete based upon price instead of value.

The beauty of Zuni signs is that distributors have at least three sources of revenue: equipment sales, installation and service; advertising revenue; and printing and poster installation.

Don't just sell equipment – sell the value of scrolling sign advertising. Join the Zuni team of distributors today. Go to www.zuniscrollingsigns.com or call 732-974-8778 for more information.



More Blows to Digital Goliath

Voters resist widespread acceptance to digital outdoor signs.

The three majors (CBS Outdoor, Clear Channel and Lamar) continue to do battle with city officials from Los Angeles to Atlanta. Major concerns about road safety, "light" pollution, and highway blight are causing city officials and voters to resist widespread acceptance to digital outdoor signs.

Los Angeles judges have ruled that over 800 new

digital signs, costing operators in excess of 300 million dollars have to be turned off and taken down. Other similar legal battles rage in Pennsylvania, Texas and Georgia. The economy has also put severe strain on the digital sign industry. Even though the cost of digital equipment has come down in recent years, a large outdoor digital display still averages between \$300,000 - \$400,000, and "repair of thousands of lights per display is very expensive," say digital experts.

Backlit scrolling signs are an excellent solution by offering multiple images in a low-tech, low-cost, and low-risk investment. Signs can be easily changed and the equipment can be programmed to stay on one image from 1 to 99 seconds. Most operators find that 8 second intervals are best.

Zuni Goes Green!



Zuni Scrolling Signs now offers solar power and wind power options to our line-up of outdoor scrolling display units. See our catalogue for details!



Zuni Scrolling Signs

www.zuniscrollingsigns.com