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Benefits of On-Site Signage

- Observations of the travel habits in the US indicate that an average of 85% of your potential consumers will likely pass by your establishment at least 10 times a month.
- An onsite sign viewed by 85% of the retail market at an average of 10 times a month cost only \$0.02 per 1,000 exposures.
- A 300 line newspaper ad, also run 10 times a month could command only 53% of the market at a cost of \$2.82 per 1,000 exposures.
- TV on the other hand cost \$9.82 per 1,000 exposures but could command only 14% of the retailers market with a reader ship of 11%.
- The advertising space value of your site had been calculated as the equivalent of 2 free full page newspaper ads every month.
- Many business managers still regard their onsite signage as a means of identifying their location and not as the powerful sales tool it may become.
- During a severe shortage of hydroelectricity energy the state of Oregon ordered electrical signs to be extinguished for that brief period of time in which this advertising blackout existed business losses were staggering with reports of as much as a 50% loss of revenue.
- Onsite sign outages have invariably resulted in a direct loss of sales volume
- When you invest in advertising, a cost effective approach substantially increases your chances of market coverage for a given budget no matter how modest the budget may be.
- Before anyone enters your establishment the first thing they know about your manner is the manner in which your sign invites them.
- Unquestionably a great deal of the tremendous cost effectiveness of onsite signs is due to their long life and to their placement on property valued for more than advertising purposes.
- Other media even though short lived must pay for circulation and pass the cost on to the advertiser.
- Onsite signs utilize the location advantages of existing commercial properties to secure a relatively free cost of circulation over a long period of times.
- Since the use of advertising potential of the location is free for the taking the user of onsite signage limits expenditures to the cost of the sign and maintenance only. Due to the durability of the signs the expenditure can be low indeed for the amount of advertising received.