

# Dominate your competition, improve your branding, and book more rooms



## Do it all using the most cost-effective means of advertising available

Outdoor Electronic LED displays are the most affordable way to advertise promotional programs to your targeted audience. Build your brand recognition and “outshine” your competition with dynamic, moving advertising messages that capture the attention of the passing traveler. Increase your sales by 15% to over 50% with a one-time investment that generates a fast ROI.

- Advertise room specials and rates
- Instantly discount rooms that may otherwise stay vacant
- Promote current and upcoming entertainment
- Inform customers of free services, heated pool, free newspapers, meeting rooms, breakfast, etc.
- Welcome VIPs, special guests and business groups to town
- Remind customers about seasonal products and membership discounts
- Display help wanted ads, seasonal or holiday labor requirements
- Become a recognized community icon by broadcasting community messages, weather alerts, safety information and local activity announcements



# Choosing the right LED display

Simply stated, LED signs are the most cost efficient and effective advertising available today.

## Slower Traffic / Close-up Viewing

The 17mm series is perfect for advertising along any local city street. 5-Inch to 22-inch letters, and high display resolution make it ideal for monument applications, lower pylon, and slower city traffic volumes. Brilliant red or amber LEDs with 256-shades/grayscale really attract attention.



**17MM**

**32 x 160**

<b>Cabinet Size</b>	Height: 1 ft. 10 inches Width: 9 ft. 2 inches
<b>Character Height</b>	5 lines - 3 inches 4 lines - 5 inches 3 lines - 7 inches 2 lines - 10 inches 1 line - 21 inches

**17MM**

**48 x 160**

<b>Cabinet Size</b>	Height: 2 ft. 9 inches Width: 9 ft. 2 inches
<b>Character Height</b>	8 lines - 3 inches 6 lines - 5 inches 4 lines - 7 inches 3 lines - 10 inches 2 lines - 13 inches 1 line - to 20 inches

**17MM**

**48 x 192**

<b>Cabinet Size</b>	Height: 2 ft. 9 inches Width: 11 ft.
<b>Character Height</b>	8 lines - 3 inches 6 lines - 5 inches 4 lines - 7 inches 3 lines - 10 inches 2 lines - 13 inches 1 line - to 20 inches

## Fast or Slow Moving Traffic

The 35mm series is ideal for advertising to both faster and slower traffic volumes. With 1 ft. to 4 ft. characters in red or amber LEDs and 256-shades/grayscale, this LED display is ideal for pole or monument applications and almost any traffic volume.



**35MM**

**16 x 80**

<b>Cabinet Size</b>	Height: 1 ft. 10 inches Width: 9 ft. 2 inches
<b>Character Height</b>	2 lines - 10 inches 1 line - 21 inches

**35MM**

**24 x 80**

<b>Cabinet Size</b>	Height: 2 ft. 9 inches Width: 9 ft. 2 inches
<b>Character Height</b>	4 lines - 7 inches 3 lines - 10 inches 2 lines - 14 inches 1 line - 33 inches

**35MM**

**24 x 96**

<b>Cabinet Size</b>	Height: 2 ft. 9 inches Width: 11 ft.
<b>Character Height</b>	4 lines - 7 inches 3 lines - 10 inches 2 lines - 14 inches 1 line - 33 inches

## Long Distance Viewing / Higher Elevations

The 89mm series is designed for maximum visibility along highways, highly elevated installations, or any application requiring long distance visibility. With character sizes from 17.5" to over 9' feet tall and 256-shades/grayscale in red or amber, this large format pixel LED sign is an energy-efficient, cost-effective alternative or upgrade to incandescent signs.



**89MM**

**16 x 80**

<b>Cabinet Size</b>	Height: 4 ft. 9 inches Width: 23 ft. 5 inches
<b>Character Height</b>	2 lines - 25 inches 1 line - 53 inches

**35MM**

**24 x 80**

<b>Cabinet Size</b>	Height: 7 ft. 1 inch Width: 23 ft. 5 inches
<b>Character Height</b>	4 lines - 18 inches 3 lines - 25 inches 2 lines - 35 inches 1 line - 84 inches

**35MM**

**24 x 96**

<b>Cabinet Size</b>	Height: 7 ft. 1 inch Width: 28 ft. 1 inch
<b>Character Height</b>	4 lines - 18 inches 3 lines - 25 inches 2 lines - 35 inches 1 line - 84 inches