

Turn drive-by traffic into walk-in customers



In the fast paced world of retail advertising, marketing and promotion, ad frequency is imperative. LED displays give retailers the power to target a drive-by audience with repeated messages - providing the most persuasive selling message to the right prospects at the lowest possible cost.

- Capture new sources of revenue through co-op advertising programs with major suppliers
- Schedule advertising campaigns in advance to announce new products or feature seasonal promotions
- Quickly and easily update your messages targeting drive-by traffic by time of day
- Run help wanted ads, seasonal or holiday labor requirements
- Promote value added services, low financing rates, layaways, free delivery
- Increase the sale of slow-moving or overstocked products
- Become a recognized community icon by broadcasting community messages, weather alerts, safety information and local activity announcements



Communicate with visual impact:

- Light, color and motion demand attention and produce results
- Recognize students, staff, and faculty at targeted locations
- Wired or wireless networks expand network capabilities throughout your facilities



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www.electronic signs.com

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

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

17MM

48 x 160

Cabinet Size	Height: 2 ft. 9 inches Width: 9 ft. 2 inches
Character Height	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

Cabinet Size	Height: 2 ft. 9 inches Width: 11 ft.
Character Height	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

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

35MM

24 x 80

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

35MM

24 x 96

Cabinet Size	Height: 2 ft. 9 inches Width: 11 ft.
Character Height	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

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

35MM

24 x 80

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

35MM

24 x 96

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