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LED signs are an extremely cost-effective form of advertising. A new sign can cost less than 15 cents per thousand exposures while reaching the very people who are geographically close enough to act on your message immediately. How does that compare with the rest of your media buy?

If you're spending heavily on TV, newspaper and radio, you can redirect, or even replace, some of these dollars with an LED sign that will provide timely messages to the right target audience ... consumers who regularly pass in front of your business. So, appeal to the customer across the street not across town. With a Watchfire LED sign, your business can become a landmark in your community.

Benefits:

- € Quickly update rates as they change
- € Easily reassure customers in times of market unease or change
- € Promote current marketing programs such as free checking, online banking, etc.
- € Create awareness of community involvement, current sponsorships
- € Control multiple signs from one location for consistent messaging
- € Display public service messages

:: WATCH WHAT HAPPENS