

LED SIGN BUYER'S GUIDE

# MAKE DIGITAL ADVERTISING WORK FOR YOU



TGI FRIDAYS TIMES SQUARE

NEW YORK, NY

10mm XVS

6.2 MILLION  
EXPOSURES PER YEAR

11' x 5'4"  
6'5" x 46'11"



# WHY WATCHFIRE

Watchfire's reputation for unmatched quality and reliability makes our LED signs a top choice for the most reputable sign dealers and designers in the industry. We engineer and design every aspect of our displays to help you grow your business. With more than 60,000 LED displays in operation, we have the experience and the expertise to put the most powerful advertising tool in the market to work for you.

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HSHS MEDICAL GROUP  
SPRINGFIELD, IL  
**10mm XVS**  
**9.4 MILLION**  
EXPOSURES PER YEAR  
**3'5" x 7'3"**

PriorityCare



Experience  
true care.

 HSHS  
Medical Group

# COMMUNITY

**“It has done more than just save us time and money. It has allowed us to present everyone with what’s going on in the community in a clear, interesting and ever-changing way. The sign provides us with visibility, it lets us change messages constantly, and it connects us with the community.”**

WENDY GOODALE | PERRY AREA CHAMBER OF COMMERCE

**“Lourdes Hospital installed a Watchfire digital display, and we have received many positive comments while promoting health-related topics. The sign is placed at the hospital’s main entry intersection, capitalizing on the estimated 70,000 weekly impressions from traffic on the main road.”**

ANDREA BARKER | LOURDES HOSPITAL

**“We have been able to tie sales of fundraising raffle tickets and visits directly to the new sign. It has given us a way to capture the attention of both residents and out of town visitors, so more people are being exposed to this gem of a museum.”**

MIMI MEREDITH | COSMOSPHERE



WESLEY MEDICAL CENTER | WICHITA, KS

12mm 5'5" x 12'

GREEN BAY AUSTIN STRAUBEL INTERNATIONAL AIRPORT | GREEN BAY, WI

10mm XVS 4'5" x 7'3"

NEW YORK INSTITUTE OF TECHNOLOGY OLD WESTBURY, NY

10mm XVS 4'7" x 7'

For organizations and businesses, a Watchfire sign is the best, most cost-effective way to get messages across to the local community. No other form of advertising offers the same flexibility to quickly and responsively communicate with your audience. Exterior LED signs at churches, schools and municipal buildings often become landmarks in their communities. Visibility and public presence are vital to the success and strength of your organization. With a Watchfire sign, you can enhance your brand, broadcast your mission, and advertise upcoming events and schedule changes to thousands of people passing by your location every day.

HARRISBURG MALL

HARRISBURG, PA

16mm XVS

5.8 MILLION  
EXPOSURES PER YEAR

27'4" x 11'



# COMMERCIAL

**“Last year we had a 50% off sale in September and we only advertised it on our Watchfire sign out front. For the first time ever, we completely sold out of inventory. We knew the sign made a difference, but this sale confirmed that it was measurably effective.”**

CHRIS FITCH | DEVITT'S NURSERY & SUPPLY

**“We have seen a substantial increase in both accounts and loans. Having the opportunity to share what we have to offer has been so productive for our credit union. We are proud to communicate this through our new LED sign. We definitely consider this to be one of our most valuable assets.”**

JEN SWANNE | WHITE ROSE CREDIT UNION

**“This sign has clearly helped us to attract new tenants while also helping us to retain our existing ones. Our tenants have attributed an increase in foot traffic and sales directly to the eye-catching content on the LED messaging center. We feel that this investment has paid for itself already and will continue to be a huge benefit to us for years to come.”**

BILL RUSSELL | HARRISBURG MALL



**LAUDERMILCH MEATS | ANNVILLE, PA**

10mm 3'5" x 6'3"

**FLAT OUT MOTORSPORTS | INDIANAPOLIS, IN**

16mm XVS 7'5" x 20'3"

**MONTGOMERY MALL | NORTH WALES, PA**

19mm XVS 6'5" x 18'3"

For retailers, the competition from both online stores and those down the street is greater than ever. At the same time, the advertising landscape has shifted dramatically in recent years, away from old standards like newspaper, radio and television toward interactive digital advertising like LED signs. The cost-effectiveness of digital signs allows businesses to reduce advertising budgets while increasing audience reach. An LED sign is a great tool for advertising high profit products and services to customers who might not be aware of them.

FOXWOODS CASINO  
MASHANTUCKET, CT

19mm

9.5 MILLION  
EXPOSURES PER YEAR

8'4" x 17'

MIKE EPPS  
& FRIENDS  
DECEMBER 31

FOXWOODS  
CASINO & RESORT



MASHANTUCKET PEQUOT TRIBAL NATION

FOXWOODS  
RESORT ♦ CASINO

TangerOutlets

RAINMAKER ENTRANCE





# ENTERTAINMENT

**“This Watchfire sign gives the Speedway a whole new avenue for race night advertising, and allows everyone to see the replays and marketing elements.”**

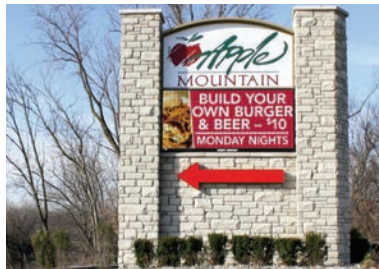
MATT THOMAS | TRACKWIDE THUNDER, INC.

**“Our traffic and visibility have increased significantly each month since the new sign was installed. The graphics have allowed our casino staff to alert the public to special events, holiday promotions and upcoming additions to our ever-expanding facility. We could not be more pleased with the results!”**

STEPHAN BURRIS | IOWAY CASINO

**“Watchfire message centers offer our movie theater marquee the energy and attractiveness our movies deserve while giving us a way to provide accurate information on our movies in a very vibrant way.”**

MANAGER | AVALON THEATER



SLOTZILLA | LAS VEGAS, NV

10mm XVS 13'3" x 22'7"

OWA FOLEY SPORTS TOURISM COMPLEX  
FOLEY, AL

10mm XVS 4'5" x 8'3"

APPLE MOUNTAIN | FREELAND, MI

16mm 4'5" x 9'3"

LED signs offer a vibrant, dynamic way to make your advertising come alive, with eye-catching graphics that grab the attention of passing traffic and pedestrians. A Watchfire sign gives your facility an updated look that is more than just an infrastructure improvement. Whether you have an upcoming event, a special giveaway, or lodging or dining specials to advertise, an LED sign is the most cost-effective and responsive way to communicate with your potential customers.

# EFFECTIVENESS

Effective advertising is key to increasing foot traffic and boosting sales. Traditional advertising mediums, like newspaper, radio and television, are decreasing in reach while requiring costly production time. An exterior LED sign offers an economical and profitable advertising tool for delivering messages to your customers 24 hours a day, 365 days a year. Watchfire signs are unmatched in responsiveness, ease of use and effectiveness. Compared with other mediums, our signs reduce production time and cost, and reach a wider audience.

## Better Results That Cost Less

The true value of an advertisement is measured in cost per thousand impressions (CPM). The more people you can reach for less money, the better. LED sign advertising has a lower CPM than radio, newspaper or television, which brings you the greatest return on your investment.

## Use the Impact of Instant Messaging

Newspaper, radio and television ads take valuable time and money to produce. Watchfire signs allow you to communicate instantly with your audience and tailor your messaging by time of day or other conditions. React to changing inventories and weather conditions with messages that grab the attention of consumers.

## Make the Most of Your Advertising Budget

A Watchfire sign is a boost for your bottom line. You can reach a wider audience, which increases foot traffic and sales. With a simple change in how you allocate monthly advertising dollars, an LED sign becomes a very affordable option.

## Successful Advertising is About Location, Location, Location

No other form of advertising allows you to communicate with customers who are in close proximity to your business. In a national research study, 59% of small business owners reported more sales after installing an on premise sign. Your local Watchfire sign dealer can help you choose the LED sign that's perfect for your location.

## TRADITIONAL MEDIA FALLS

- 29%

Weekly time spent listening declined 29% from 2007 to 2016.



- 32%

Overall newspaper readership across all demographics has declined by over 32% since 2009.



## LED SIGNS ON THE RISE

+20 Hours

The average time per week American travelers spend on the road driving the same route every day, according to a study by Arbitron.



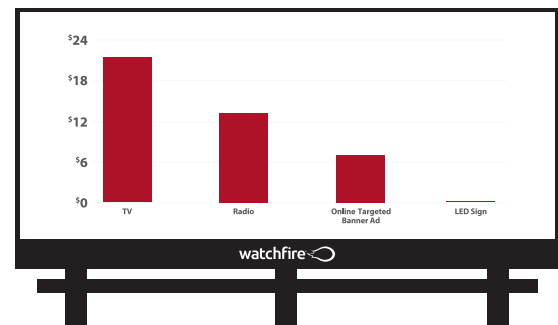
59%

The percentage of small business owners who reported more sales after installing an on premise sign, according to the National Signage Research & Education Conference.



74¢ CPM

An LED sign's CPM (cost per thousand impressions) compared with \$7 for an online targeted banner ad, \$13 for radio and over \$22 for television.





**"We do other advertising, but our Watchfire sign performs better at getting customers into the store, hands down."**

Sue Lane | Sales Manager, Allwein Carpet One

# QUALITY

Watchfire wants your display to look and perform great, not just on day one, but for its lifetime. With our engineering and manufacturing teams under one roof, we continuously evaluate and streamline our processes to give you the very best products and service in the industry. We focus on minimizing your cost of ownership and maximizing your return on investment.

## Built Strong

Our outdoor signs are built to withstand the most severe weather conditions. Full silicone encapsulation protects every Watchfire module from salt, humidity, wind, rain, ice and sand. Our displays are subjected to extensive in-house environmental and electrical testing to meet our high standards.

## Low Maintenance

We design our signs with superior components for energy efficiency to keep your operating costs low. Our patented front ventilation design cools the sign cabinet without the use of costly air conditioners and filters that need to be replaced regularly.

## Vibrant, Crisp Images

The quality of your messaging depends on the quality of your display. LED signs with blank modules or tiling can disrupt your content and negatively affect your brand. Our unique color and brightness calibration ensures that your Watchfire sign will display the most beautiful and vibrant images, pixel by pixel, for years to come.

## Peace of Mind

Watchfire has been in the outdoor sign business since 1932. We offer a full 5-year parts warranty, which represents the least we will do for our customers. We offer a 10-year guarantee on exact replacement parts, so we stock parts for a minimum of 10 years after the last model ships.

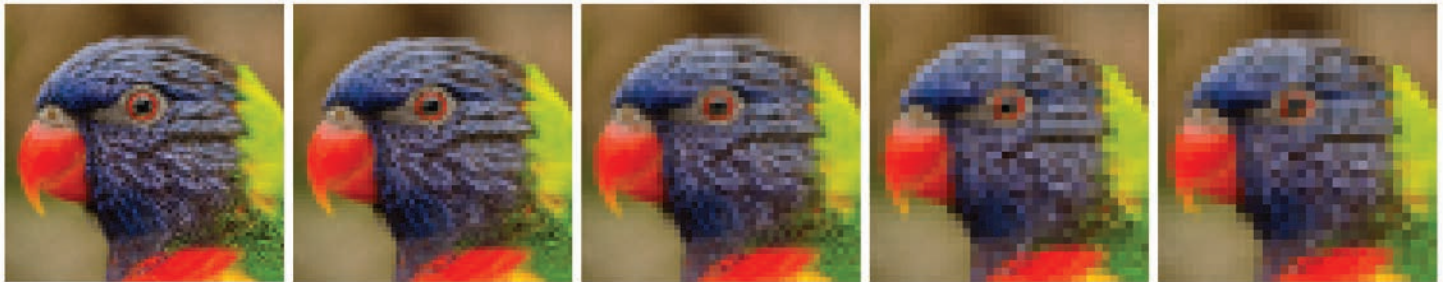
8mm – 23'

10mm – 28'

12mm – 36'

16mm – 50'

19mm – 60'



Sign Resolutions and Minimum Viewing Distance

Character Height	5"	10"	12"	15"	18"	24"	30"	36"
Max. Viewing Range	250"	500"	600"	750"	900"	1050"	1500"	1800"
Max. View Time at 30 MPH	5 sec.	11 sec.	14 sec.	17 sec.	21 sec.	24 sec.	34 sec.	41 sec.
Max. View Time at 55 MPH	3 sec.	6 sec.	7 sec.	9 sec.	10 sec.	12 sec.	17 sec.	21 sec.

USSC Legibility Study states 1" sign characters are readable at a distance of approximately 30'.

# QUALITY THAT MATTERS



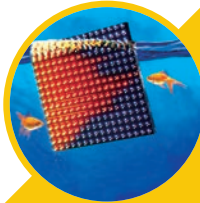
*Performance at  
Extreme Temperatures*



*Reliable Operation,  
Minimal Failure Points*



*Precision-Mitered  
Corners*



*Full Silicone Encapsulation*



*Salt Fog Testing*



# EASE OF USE

Watchfire's employees are a critical part of our legendary quality and service. Our extensive history in this industry shapes every aspect of our engineering, design and manufacturing processes to give you a product that delivers. We build our signs with the highest quality components to offer you world class products and support. We work with a network of experienced and reputable sign dealer partners who are passionate about providing you with the best advertising tool to grow your business. Our focus is to work with companies large and small, to provide messaging solutions tailored to every unique situation.

## Design for Impact

We design our proprietary Ignite content management system to make creating content for your sign as straightforward and simple as possible. Ignite gives you the tools you need to design the most effective messages, and we offer complimentary software training with every purchase.

## Choosing the Right Sign

Our sign dealer partners have the expertise to help you choose the sign that's right for your business, budget and location. Watchfire is here to provide the best quality sign on the market and share best practices that will make the most of your sign purchase.



**CREATE**



**SCHEDULE**



**UPDATE**

*Our easy-to-use Ignite content management system simplifies message creation and scheduling. Data feed integration, advanced diagnostics and a cloud-based option make Ignite more than just a content scheduler.*

## Fast, Secure Connection

Uploading content to your sign quickly and securely is critical for connecting with your audience. Watchfire's 4G Wireless requires no additional fiber or cable installation, and gives you a turn-key solution for updating your sign from any internet-connected device.

## A Trusted Partner

With more than 85 years in business, we are experts in delivering world-class customer service and support. We're known for building strong, long-term relationships. Watchfire and our network of certified service technicians are here to support you for the life of your signs.



When you are researching which sign model is best for your location, arrange an on-site demo with a Watchfire representative so you can compare different signs at your location.



**“From day one, Watchfire was willing to work closely with us on the design, engineering, and content development of this piece. Almost one year into the project, and we couldn’t be more pleased with the result. We are proud to have worked with Watchfire to make this project a reality.”**

Lili Huston | Manager, Public Studio



Ready to put a Watchfire sign to work for you? Call 800-637-2645 or talk to your Watchfire representative.

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