

## What should I spend

How much can I expect to spend on an electronic message center?

Before you wonder how much a business will spend on an electronic message center, first determine how much will be spent overall on marketing and advertising. It is not uncommon for a business that is already using a variety of media advertising without an electronic message center to divert some of those advertising dollars to an investment in one of these displays, greatly increasing exposure, business volume and customer acquisition - all without spending any additional revenue.

Technological breakthroughs have reduced the costs of producing these communications devices and have considerably reduced the previous level of expense for operating message centers. New technology is available that allows message centers to:

- Operate 24 hours a day continuously for many years with minimal bulb or LED replacement; and
- Consume electricity at a daily cost of as little as \$0.20 for a small LED display, or approximately \$74.00 per year.

Best of all, these new message centers can be purchased for much less than their predecessors. Even small and medium-sized companies are finding an investment in a changeable electronic sign is worthwhile. Technological advancements are occurring so rapidly that a greater variety of these signs is within financial reach, offering the small business a tremendous on-site advertising tool that ties the advertised product directly to the location where it can be purchased.