



**VISIONTECH**  
ELECTRONIC MESSAGE DISPLAYS

## When Subleased in Multi-tenant Environments VISIONTECH Pays for Itself

### Sample of advertising costs using VISIONTECH Message Displays

Length of Spot: 6 seconds

Recommendations:

Maximum of 5 seconds for message

Maximum of 1 second for break between message with a blank screen, time and temperature displays.

Maximum number of Messages: 20

Recommendations:

Maximum of 20 messages in one two minute time period will ensure good coverage of all messages.

Total Loop Time: 2 minutes

20 messages X 6 seconds each

Total Loops / 24 Hours: 720

The result of this is, each of the 20 messages will show 720 times every day.

The table below reflects tenant's cost to display their message 720 times every day. We have listed eight different examples for your use in determining the most effective cost in subleasing to your tenants. For example, if you charge your tenant \$.0015 for their spot, their cost to you per month would be \$30.24 X number of tenants. The last column shows total income to you per month if you have 20 tenants. As you can see, you can use the table that will not only pay for your VISIONTECH display, but generate additional income for you as well.

COST/SPOT	COST/DAY	COST/WEEK	COST/MONTH	INCOME/MONTH
\$0.0015	\$ 1.08	\$ 7.56	\$ 30.24	\$ 604.80
\$0.0020	\$ 1.44	\$ 10.08	\$ 40.32	\$ 806.40
\$0.0025	\$ 1.80	\$ 12.60	\$ 50.40	\$ 1008.00
\$0.0030	\$ 2.16	\$ 15.12	\$ 60.48	\$ 1209.60
\$0.0035	\$ 2.52	\$ 17.64	\$ 70.56	\$ 1411.20
\$0.0040	\$ 2.88	\$ 20.16	\$ 80.64	\$ 1609.20
\$0.0045	\$ 3.24	\$ 22.68	\$ 90.72	\$ 1814.40
\$0.0050	\$ 3.60	\$ 25.20	\$ 100.80	\$ 2016.00

The above are examples only. Actual rates to be set by the customer according to their location, visibility and market.



**VISIONTECH**  
ELECTRONIC MESSAGE DISPLAYS

1-800-927-1778