



**XVS 25mm Color**  
Somerset, KY  
Matrix: 56 x 176  
5' H x 15' W



**35mm Color**  
Manheim, PA  
Matrix: 24 x 80  
3'1" H x 10' W



**35mm Color**  
Chicago, IL  
Matrix 32 x 96  
4' H x 12' W



**19mm Color**  
Wilkes-Barre, PA  
Matrix: 64 x 176  
4' H x 12' W

## Automotive dealers: Take a new advertising plan for a test drive.

Did you know LED signs are an extremely cost-effective form of advertising? In fact, a new LED 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 newspaper and radio, (possibly as high as \$40,000 per month), 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. A timely deal is more appealing to a customer across the street than a customer across town. And with a Watchfire LED sign, your business will have its own 24/7 sales rep.

### Benefits:

- Announce new inventory arrivals for both new and used cars
- Offer daily specials on over-stocked or popular models
- Advertise your competitive advantages: "meet or beat" pricing, free pickup/drop off, etc.
- Run impromptu ads for oil changes, tire rotation, tune ups, etc. when sales are light
- Promote high-margin service specials and dealer warranty programs
- Broadcast community involvement and sponsored activities
- Display daily time and temperature to your drive-by audience

An authorized reseller of Watchfire LED signs, Corporate Signs & Graphics offers full signage solutions throughout N.W. Ohio. From one-of-a-kind signs to all-encompassing sign programs, Corporate Signs & Graphics is dedicated to providing the highest quality service to all of our clients.

That's why when it comes to LED signs, we work exclusively with Watchfire Signs, which engineers and manufactures LED signs to help businesses and organizations increase visibility and drive growth. The company has created more than 15,000 LED signs for banks, retailers, schools, places of worship and other locations throughout North America and is thoroughly committed to the highest level of education, training and support to make our customers successful.

