



**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

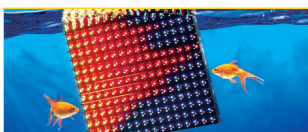
## Automotive dealers: Take a new advertising plan for a test drive.

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



WATCH WHAT HAPPENS

**watchFire**   
BY TIME-O-MATIC