



## ALPHA™ ECLIPSE

### Reach your Audience

- Dynamic, bright electronic LED messages communicate directly and immediately with drive-by customers
- Reach your street audience with messages based upon the time of day and viewing audience
- Stand-out from other businesses by simply displaying time and temperatures.
- Replace static letterboards with dynamic LED displays and increase sales up to 50%

### LED's Attract Attention

- Capture and hold your drive-by customers attention, become a known landmark in your community
- Use color, light and moving messages that are not only appealing, but magnetic to get your messages across
- Deliver your message exactly the way you want, when you want.

### Cost Comparison

- Over half of traditional advertising dollars are wasted, not with Alpha Eclipse—your direct audience sees your message everyday
- Electronic advertising continues to generate sales long after the initial one-time investment has been made. Traditional advertising costs keep going up month after month, year after year
- Lowest CPM of any Ad media. See opposite page for typical CPM comparison.

### Repetition

- Repetition leads to retention, retention of your message to your direct street audience
- The AlphaEclipse Message Center delivers your advertising repeatedly, at a fraction of the cost of other media.

### Flexibility

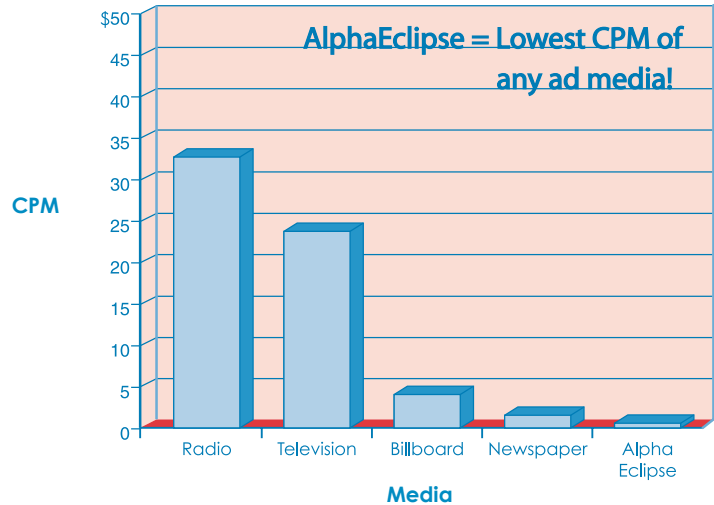
- Control message creation and content instantly from the convenience of your work or home PC
- Tailor messages to your drive-by audience at a moment's notice—instant promotions become a daily reality
- Schedule messages based on the time of day, day of the week or month, or year

# Compare for yourself!

**CUME** = Cumulative Audience Unduplicated

**CPM** = Cost Per Thousand impressions

**DEC** = Daily Effective Circulation. The term refers to the audited audience of potential viewers who have the opportunity to see an out-of-home message during a 24-hour period



Product	Reach	Cost	CPM	Total
<b>AlphaEclipse Message Center</b>	<u>Large Midwest Metropolitan location</u> Viewing audience = 41,000 cars per day Northbound, 37,900 Southbound, according to DOT.	<u>Two line AlphaEclipse sign</u> \$10,000 unit \$9.00 to \$13.00 per day (2 to 3 year amortization)	<b>\$ .22 to \$ .32 cents</b> Lowest of any ad medium!	<b>One Time investment</b> -2 year amortization \$416/month -3 year \$277 a month
<b>Television</b>	<u>Milwaukee, WI</u> -Viewing audience, men ages 25 to 54 -TV station with 16% share of the overall market	<u>:30 Television Spot</u> (Dependant on time slot; Prime vs. non-prime)	\$4.81 – \$23.68	<b>5 Days</b> – 2 spots per hour \$1,250 – \$18,000
<b>Radio</b>	<u>Milwaukee, WI</u> -Listening audience = 106K men/week ages 25 to 54 -CUME rating of 29.3	<u>13 Week Program</u> -During newscast (Dependant on newscast timeslot)	\$16.75 – \$32.63	<b>13 Week program</b> \$6,600 – \$13,000 for 33-52 commercials
<b>Newspaper</b>	<u>Sunday Edition</u> , local retail advertising rates, circulation 460,100. Note that retail ad rates are one-half the cost of general ad rates.	<u>Non-Contract rates</u> \$154 per column inch, typical ad size is 5 column inches tall by min. 2 columns wide.	\$1.52	\$1,540 for <b>one</b> Sunday Edition
<b>Billboard</b>	<u>14 x 48 Billboard</u> in high traffic location in Milwaukee generates a DEC of 46,195.	-One Month contract = \$185 per day -Three Month contract = \$110 per day	\$4.02 \$2.39	- <b>One</b> Month contract \$5555 - <b>Three</b> Month contract \$9870