

# Why should you invest in signage instead of other media?

The answer is simple. You should choose signage because it is a more efficient form of advertising compared to other local media!

You may be familiar with the CPM calculation, which is the cost per 1000 advertising impressions. This metric is frequently used by media salespeople - including representatives from television, radio and billboards.

## Cost Per 1000 Consumer Exposures Estimate

	Television	Newspaper	Billboard	On-Premise Sign
Exposure	40,000 Households	Circulation of 40,000 locations	333,350 Cars Per Day	30,000 cars per day
Consumer Exposures over a 30 day Period	1.2 million (40,000 * 30 days)	4.75 million (40,000 * 4 * 30 days - assumes 4 readers per paper)	10 million	900,000
Consumer Exposures in Thousands	1200	4800	10,000	900
Cost Per Month	\$16,500	\$16,500	\$16,500	\$115
Formula	Media Cost/ Consumer Exposures	Media Cost/ Consumer Exposures	Media Cost/ Consumer Exposures	Media Cost/ Consumer Exposures
Calculation	\$16,500/1200	\$16,500/4800	\$16,500/10,000	\$115/900
Cost Per 1000 Exposures (CPM)	\$13.75	\$3.44	\$1.65	\$.13

This example assumes your sign will last 12 years (144 months) and cost \$16,560.00.

