

# MARKET ANALYSIS



Prepared For: Joe's Sign Company  
Address: 123 Some Street, Anytown, USA  
Trade Category: Retail Stores/Malls

Market Size: Small (67-100)

## COMPARATIVE ADVERTISING COST

	Annual Cost:	Monthly Cost:	Your Advertising Monthly Budget:
:30 Spot on Network TV, 25pts. a week:	\$199,206	\$16,600	\$15,000
:30 Spot on Cable TV, 25pts. a week:	\$382,200	\$31,850	\$20,000
:60 Radio Spot, 25pts. a week:	\$145,600	\$12,133	\$5,000
Newspaper Ad, 1/4 page ad (Sunday):	\$299,907	\$24,992	\$12,000
Yellow Pages, 1/8 page ad:	\$16,252	\$1,354	\$1,300
10 Outdoor boards:	\$168,036	\$14,003	\$0

## Sign Specifications and Cost

Sign Matrix:	64 x 112
Sign Size:	4'4" x 8'
Sign Pixel Pitch:	19mm XVS
Estimated Monthly Utilities:	\$65

Price of sign: \$18,000

Typical Finance Amount: \$19,890  
(60 mos @ x10.5%\*)

Under the IRS Section 179 deduction, you are able to write off the entire asset in the year acquired, even when leased with purchase buy-out at end of lease [subject to income limitations]. Consult your tax professional.

\*2 advance payments and a \$1 buyout at lease end.

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## DID YOU KNOW?

The SBA cites signs as the most effective, yet least expensive form of advertising for the small business. Small businesses enhancing their signage with an LED sign typically see an increase in business of 15% to 150%. Which, quite frankly, is a sign no one can ignore.