

ADVERTISING PRICES

SUBLEASED ADVERTISING COSTS IN MULTI-TENANT ENVIRONMENTS

Length of Spot : 6 seconds

Recommendations: Maximum of 5 seconds for a message. Maximum of 1 second for a break between a message with a blank screen and Time/Temperature displays

Maximum No. of Messages: 20

Recommendations: Maximum of 20 messages in (1) two minute time period will ensure good coverage of all messages.

Total Loop Time: 2 minutes

20 Messages x 6 seconds each

Total Loops/24 Hours: 720

The result of this is, each of the 20 messages will show 720 times every day.

The table below reflects tenant's cost to display their message 720 times every day. We have listed eight different examples for your use in determining the most effective cost in subleasing to your tenants. For example, if you charge your tenant \$.0015 for their spot, their cost to you per month would be \$30.24 x number of tenants. The last column shows a total income to you per month if you have 20 tenants. As you can see, you can use the table that will not only pay for your Datatronic display, but generate additional income for you as well.

Cost/Spot	Cost/Day	Cost/Week	Cost/Month	Income/Mo
\$0.0015	\$1.08	\$7.56	\$30.24	\$604.80
\$0.0020	\$1.44	\$10.08	\$40.32	\$806.40
\$0.0025	\$1.80	\$12.60	\$50.40	\$1008.00
\$0.0030	\$2.16	\$15.12	\$60.48	\$1209.60
\$0.0035	\$2.52	\$17.64	\$70.56	\$1411.20
\$0.0040	\$2.88	\$20.16	\$80.64	\$1609.20
\$0.0045	\$3.24	\$22.68	\$90.72	\$1814.40
\$0.0050	\$3.60	\$25.20	\$100.80	\$2016.00

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