

Start with the Billboard Space You Already Own - Your OWN Windows!

LUMI™ - marquee backlit films - exclusively from Calbert Group
 * Starting at **ONLY \$2900 - Installed**



And Create On-Premise Billboards - Backlit - 24/7

Billboards RENTALS

LUMI's Comparison Study

	Billboard	Radio	TV	Newspaper	Direct Mail	Search Engine	Social Media	Out of Home
Reach	High	Medium	High	Medium	Low	High	High	High
Frequency	High	Medium	High	Medium	Low	High	High	High
Cost per Impression	Low	Medium	High	Medium	Low	Low	Low	Low
Targeting	Low	Medium	High	Medium	Low	High	High	High
Measurability	Low	Medium	High	Medium	Low	High	High	High
Flexibility	Low	Medium	High	Medium	Low	High	High	High
Brand Safety	Low	Medium	High	Medium	Low	High	High	High
Engagement	Low	Medium	High	Medium	Low	High	High	High
Conversion	Low	Medium	High	Medium	Low	High	High	High
ROI	Low	Medium	High	Medium	Low	High	High	High

\$12,000 per month - Each



\$1200 / day Rental!

Vs. Off-Premise - Expensive Monthly & Daily Rentals

The Original -

“On-Premise Signage (Graphics) Outperforms ALL other Advertising media COMBINED - TV, radio, Newspaper, work-of-mouth.” - Chamber of Commerce/SBA Studies

LUMI's™
 24/7 Backlit Marquees

www.CalbertDisplays.com

* 10-pane LUMI Display - shown above

206-459-7676