

LINCOLN TRADE CENTER OWNERS ASSOCIATION, INC.

6040 SOUTH 58TH STREET, SUITE 2 • LINCOLN, NEBRASKA 68516

S I G N S

MESSAGE BOARD ADVERTISING

6 seconds, 6 weeks, \$40

your ad up in lights every 90 seconds – 24 / 7

The upgrade of the signage at the entrance to the Lincoln Trade Center has given us a new contemporary upscale look as well as the flexibility of reaching the public with a message other than just the time and the temperature.

If you are interested in reinforcing your brand, offering services, seeking clients, or promoting an event, please contact the Board President if you would like additional information.

Based on our experience thus far with **electronic advertising**, it appears that a basic plan including 6 seconds, 6 weeks for \$40 is working. A typical sign "cycle" runs for 90 seconds, which would provide a message rotation 40 times per hour i.e. your message would be up in lights **960 times each day!**

YARD SIGNS

From time to time it is good to review the general policy regarding "yard signs" on the commons of the Lincoln Trade Center. Occasionally, there is a reason for such a sign to announce or promote a unique event and there is no attempt to eliminate that privilege BUT everyone is asked to limit the time that the signs are posted to **no more than 2 weeks**. At the end of that time please remove your sign. Thanks!

REMINDERS:

1. Mobile signs are not considered yard signs.
2. Mobile signs are not permitted on LTC property.
3. Use of yard signs would first of all require approval by the Directors.
4. Yard signs are not to be installed in the vicinity of the digital entry sign.

