

📍 P.O. Box 29122
Kansas City MO 64152

✉ office@sharpmediallc.com

☎ 888.220.7208

The background of the lower half of the page features a stylized, semi-transparent image of a laptop keyboard. The keyboard is dark blue with light blue keys. Overlaid on the keyboard are large, light blue numbers: "15" in the upper right, "72" below it, and "1" to the right of "72". The entire background is composed of several overlapping geometric shapes in shades of blue, green, and teal, creating a modern, digital aesthetic.

IT'S THE AGE OF
DIGITAL

DIGITAL SIGNAGE IS GROWING

The digital signage market reached **\$19.61 billion** in 2016 and will grow at a compound annual **growth rate of 7.4%** until 2023, where it will be 32.84 billion.



1/2 of business owners surveyed planned to increase digital signage budgets



24% of companies said they expect to spend more than **\$1 million** on digital signage

The number of businesses reporting they're **not using** digital signage in their marketing mix has **dropped from 35% to 22%**

AND IT'S GROWING FOR A REASON...

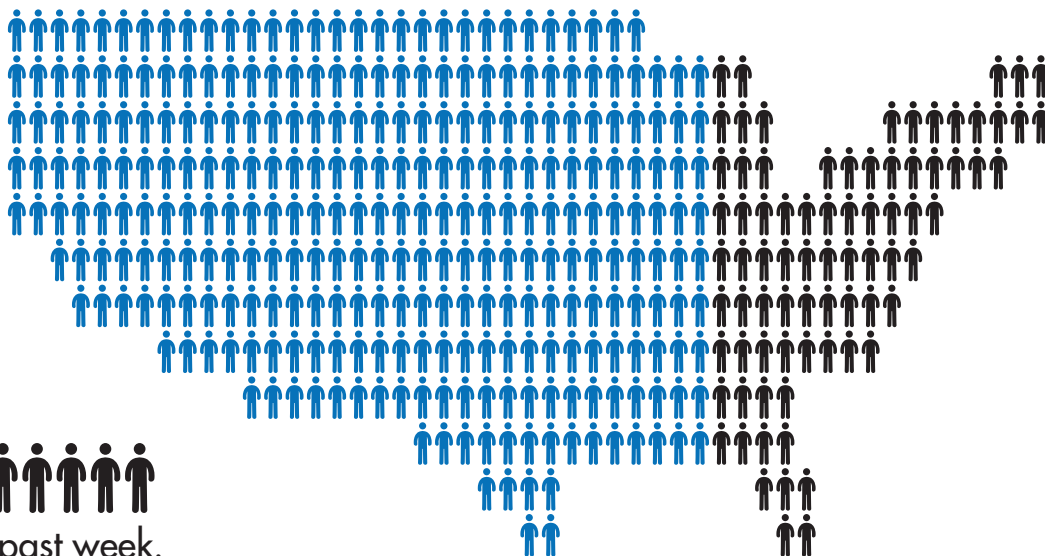
70%

of U.S. residents aged
12 or older have seen
a digital video display
in a public venue in the
past month

52%



recall seeing one in the past week.



DIGITAL SIGNAGE VS INTERNET GOLIATHS

Digital video in public venues reaches more
Americans each month than online videos!

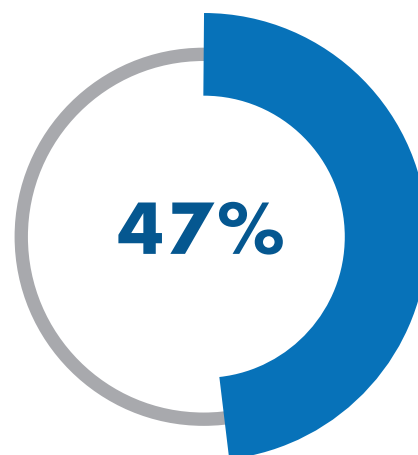
DIGITAL SIGNAGE 70%

ONLINE VIDEO 43%

FACEBOOK 41%

IS DIGITAL SIGNAGE EFFECTIVE? ABSOLUTELY!

In a study by Arbitron (Nielson), **47% of those who have seen a digital signage** in the past 30 days specifically recall seeing the ad.



Nearly 1 in 5 of those who have seen an ad via Digital Signage say they have made an **unplanned purchase** after seeing an item featured on the screen.



47.7%

of people find digital signage to be effective on brand awareness

29.5%

of people find it influential for the purchase of a product

32.8%

of people find it influential for repeat buyers

DIGITAL SIGNAGE VS



SOCIAL MEDIA

- Broad, un-focused audience
- Ads are a distraction online.



LIVE TELEVISION

- Limited time (30 secs)
- Expensive
- **32%** recall rate, compared to **52%** with Digital Signage



RADIO

- Can't focus on a specific demographic
- No visuals!
- **27%** recall rate, compared to **52%** with Digital Signage



ONLINE BANNERS

- Often blocked by user software
- Ad blindness means **3%** interaction rate with viewer
- Difficult to reach specific demographics

Digital Signage

52%

Recall Rate, Highest of the bunch

59%

of people who came in contact with digital signage in multiple locations later wanted to learn more about the advertised topic



MAGAZINES

- Less flexible, impossible to update after printing
- Expensive!
- **21%** recall rate, compared to **52%** with Digital Signage



NEWSPAPERS

- Poor print quality
- Un-focused demographic, harder to target
- Readership is in a steady decline



BILLBOARDS

- Limited display space and readability
- Short exposure time to ad
- **30%** recall rate, compared to **52%** with Digital Signage

Digital Signage

52%

Recall Rate, Highest of the bunch

59%

of people who came in contact with digital signage in multiple locations later wanted to learn more about the advertised topic

Sources:

- <http://www.nationalbusiness.org>
- <http://www.powerhomebiz.com>
- <http://www.nielsen.com>

- <http://www.webadvantage.net>
- <http://www.marketsandmarkets.com>
- <http://http://www.sixteen-nine.net>

License Office Quick Facts

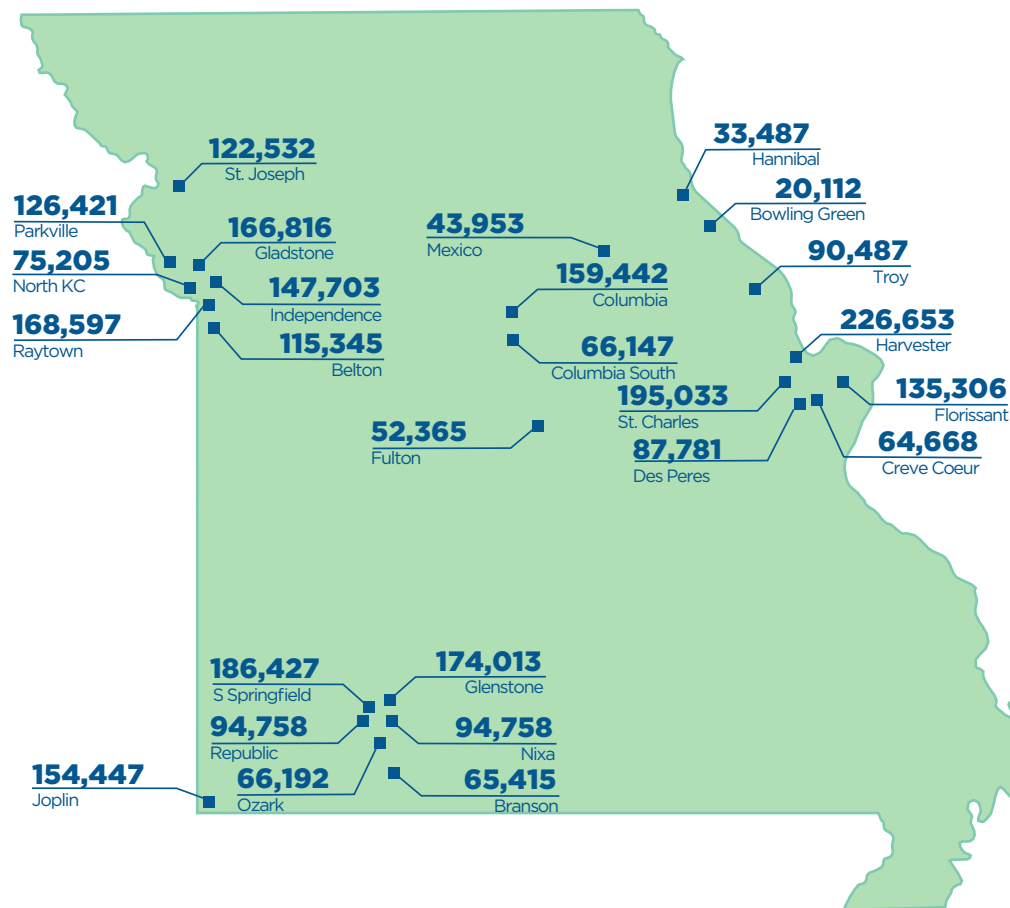
- All motor vehicles in Missouri, have to have their tags renewed either every **12 or 24 months**.
- New drivers visit the DMV at least **3 times in 3 years** for a permit, drivers license, and renewal.
- All Commercial Drivers have to renew their medical cards at least **every 24 months** or any after any new medical card.
- Real ID deadline is October 8th, 2018, DoR estimates very **high wait times for all offices**.
- All Personalized Plates expire in July
- All Trailers or 18,000lbs+ weight plates expire the end of December.
- All disabled placards expire in September.
- All **new & existing Missouri residents** are required by law to change their vehicles and licenses within 30 days of their move.
- Many people use the DMV as a center to **register to vote**, (not counted transactions)
- All watercraft registrations are done at the DMV and expire at the end of June.
- All ATV registrations are done at the DMV.



WHY LICENSE OFFICES

The bottom line is that the License office is a place we are required to go, it's not optional like your coffee shop, this is part of why it's such a great place to advertise. There is no other advertising median with this volume, community turnover, and demographics with idle people. With Sharp Media Group, you have the ability to reach millions and nearly entire communities. Plus with our continuously growing network, we have offices across the entire state to make your message heard.

LICENSE OFFICE LOCATIONS



TOTAL TRANSACTIONS

Harvester	226,653	Republic	94,758
St. Charles	195,033	Troy	90,487
S Springfield	186,427	Des Peres	87,781
Glenstone	174,013	North Kansas City	75,205
Raytown	168,597	Nixa	67,215
Gladstone	166,816	Ozark	66,192
Columbia	159,442	Columbia S	66,147
Joplin	154,447	Branson	65,415
Independence	147,703	Creve Coeur	64,668
Florissant	135,306	Fulton	52,365
Parkville	126,421	Mexico	43,953
St. Joseph	122,532	Hannibal	37,487
Belton	115,345	Bowling Green	20,112

MISSOURI DEPARTEMENT OF REVENUE'S ESTIMATED TRANSACTION COUNTS FY 2017

OFFICE	TOTAL MV	TOTAL DL	TOTAL TRANSACTIONS	ESTIMATED IMPRESSIONS	ESTIMATED AVG WAIT TIME
MID-MISSOURI					
S Springfield	157,025	29,402	186,427	838,921.5	45
Glenstone	151,675	22,338	174,013	696,052	40
Columbia	124,020	35,422	159,442	558,047	35
Republic	83,573	11,005	94,758	236,895	25
Nixa	56,344	10,871	67,215	134,430	20
Ozark	57,494	8,698	66,192	132,384	20
Columbia S (10mo of data)	54,757	11,390	66,147	198,441	30
Branson	52,527	12,888	65,415	130,830	20
Fulton	46,334	6,031	52,365	78,547.5	15
Mexico	38,188	5,765	43,953	65,929.5	15
Subtotal:			975,927	3,070,477+	
EASTERN MISSOURI					
Harvester	206,337	20,316	226,653	453,306	20
St. Charles	165,053	29,980	195,033	390,066	20
Florissant	108,688	26,618	135,306	473,571	35
Troy	78,510	11,977	90,487	180,974	20
Des Peres	71,113	166,668	87,781	131,671.5	15
Creve Coeur	51,130	13,538	64,668	97,002	15
Hannibal	26,795	6,692	33,487	50,230	15
Bowling Green	17,920	2,192	20,112	30,168	15
Subtotal:			853,527	1,806,988+	

MISSOURI DEPARTEMENT OF REVENUE'S ESTIMATED TRANSACTION COUNTS FY 2017 CONT'D

OFFICE	TOTAL MV	TOTAL DL	TOTAL TRANSACTIONS	ESTIMATED IMPRESSIONS	ESTIMATED AVG WAIT TIME
WESTERN MISSOURI					
Raytown	121,994	46,603	168,597	758,686.5	45
Gladstone	131,766	35,050	166,816	333,632	20
Independence	112,826	34,877	147,703	664,663.5	45
Parkville	106,016	20,405	126,421	316,052.5	25
St. Joesph	99,731	22,801	122,532	673,926	55
Belton	99,178	16,167	115,345	288,362.5	25
North Kansas City	60,228	14,977	75,205	225,615	30
Joplin	125,542	28,905	154,447	308,894	20
Subtotal:			1,077,066	3,569,832+	
Source Data: MTAS & SMG			TOTAL:	2,805,381+	8,447,297

Full **U.S. Census Data** for each of our locations is available on our website at

SharpMediaLLC.com

