

TOWN OF
QUEEN CREEK
ARIZONA

Discussion to consider and direct staff
to develop an advertising display
program with NIW Vision.

November 16, 2011



NIW Vision Advertising Display Program

Relevant Council Goal:

KRA 8: Land Use / Economic Development

Objective 8: Enhance the opportunities for Queen Creek businesses to succeed.



NIW Vision Advertising Display Program



NIW Vision Advertising Display Program

Description of Service

- ❖ NIW Vision
- ❖ Place high-def monitors in high-traffic locations
- ❖ Digital ads scroll continuously
- ❖ Typical model
 - ❖ NIW Vision installs the system (\$500 install fee)
 - ❖ System scrolls through 30 slides every 5 minutes
 - ❖ Town sells 15; NIW Vision sells 15
 - ❖ Current price for ad: \$300 per quarter
 - ❖ Slides are static; no video
 - ❖ Up to 3 of the Town's 15 slides can be used for Town purposes



NIW Vision Advertising Display Program

Photo Examples of Current Display Locations



NIW Vision Advertising Display Program

Photo Examples of Current Display Locations



NIW Vision Advertising Display Program

Photo Examples of Current Display Locations



NIW Vision Advertising Display Program

Typical Expense / Revenue Model

- ❖ Initial install fee of \$500
- ❖ Monthly maintenance fee of \$100*
*Monthly fee waived if minimum of 2 slides are sold
- ❖ Town sold slides: 60% to Town
- ❖ NIW Vision sold slides: 20% to Town



NIW Vision Advertising Display Program

Examples of Potential Revenues in Typical Model

Sold Out

Town sells 15 @ \$300 for quarterly revenue of \$2,700
NIW Vision sells 15 @ \$300 for quarterly revenue of \$900
Annual Revenue at "Sold Out": \$ 14,400

50% Sold

Town sells 8 @ \$300 for quarterly revenue of \$1,440
NIW Vision sells 7 @ \$300 for quarterly revenue of \$420
Annual Revenue at "50%": \$ 7,440

Low Sales

Town sells 0 @ \$300 for quarterly revenue of \$0; cost \$300 Maint Fee
NIW Vision sells 5 @ \$300 for quarterly revenue of \$300
Annual Revenue at "Low Sales": \$ 0



NIW Vision Advertising Display Program

Potential Options

- 1) Develop an agreement with NIW Vision as described as a typical model
- 2) Develop an agreement as described above, but develop a partnership with a local organization to share responsibilities and revenues
- 3) Develop an agreement with NIW Vision to have them manage all 30 slides
- 4) Continue to work with NIW Vision to determine terms of an agreement that is 100% turnkey – no cost to the Town; NIW Vision manages
- 5) Do not pursue the program at this time



NIW Vision Advertising Display Program

Questions?



NIW Vision Advertising Display Program

Examples of Potential Revenues in PARTNER Model

Sold Out

Town & Partner sell 15 @ \$300 for qtlly revenue of \$2,700; split to \$1,350
NIW Vision sells 15 @ \$300 for quarterly revenue of \$900

Annual Revenue at "Sold Out": \$ 9,000

50% Sold

Town & Partner sell 8 @ \$300 for qtlly revenue of \$1,440; split to \$720
NIW Vision sells 7 @ \$300 for quarterly revenue of \$420

Annual Revenue at "50%": \$ 4,650

Low Sales

Town & Partner sell 0 @ \$300 for qtlly revenue of \$0;
Split cost of \$300 Maint Fee
NIW Vision sells 5 @ \$300 for quarterly revenue of \$300

Annual Revenue at "Low Sales": \$ 600



NIW Vision Advertising Display Program

Examples of Potential Revenues in NIW VISION MANAGED Model

Sold Out

NIW Vision sells 30 @ \$300 for quarterly revenue of \$1,800

Town pays \$300 per quarter maintenance fee*

Annual Revenue at "Sold Out": \$ 6,000

50% Sold

NIW Vision sells 15 @ \$300 for quarterly revenue of \$900

Town pays \$300 per quarter maintenance fee*

Annual Revenue at "50%": \$ 2,400

Low Sales

NIW Vision sells 5 @ \$300 for quarterly revenue of \$300

Town pays \$300 per quarter maintenance fee*

Annual Revenue at "Low Sales": \$ 0

*First year also includes \$500 installation fee

NIW Vision Advertising Display Program

Examples of Potential Revenues in TURNKEY-NO COST Model*

Sold Out

NIW Vision sells 30 @ \$300 for quarterly revenue of \$900
Annual Revenue at "Sold Out": \$ 3,600

50% Sold

NIW Vision sells 15 @ \$300 for quarterly revenue of \$450
Annual Revenue at "50%": \$ 1,800

Low Sales

NIW Vision sells 5 @ \$300 for quarterly revenue of \$150
Annual Revenue at "Low Sales": \$ 600

*First year also includes \$500 installation fee

