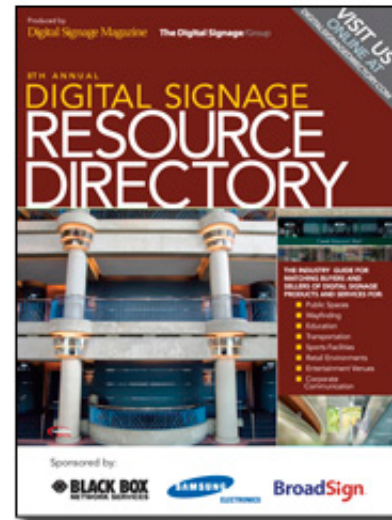


Top 5 Reasons Why You Need to Advertise in the 2010 Digital Signage Resource Directory

If your company sells products in the digital signage market, you CANNOT afford to miss this once-a-year marketing opportunity for year-long exposure with as little as a one-time \$650 expenditure.

Here are five reasons why you need to be in this special publication:

1. The Annual Digital Signage Resource Directory, in its 9th year, is the **ONLY digital signage print directory that AV and IT buyers use** when making their digital signage purchases.
2. **Year shelf-life (that's a no brainer)**. Systems integrators/AV installers, design consultants, and IT end users all keep the directory as it is a vital reference tool they use when making their purchasing decisions.
3. **Your competitors will be in there** — at least with an enhanced listing. Make sure your company is also listed.
4. Can't exhibit at all the tradeshow? No problem — advertise in the directory as it has **bonus distribution** at InfoComm, Digital Signage Expo, Kioskcom/The Digital Signage Show(s), NAB, Government Video Expo, CES, Display Search, and CEDIA. You will have all these shows covered.
5. **Make a statement to buyers**. Your ad shows your prominence in the industry — and gives you an opportunity to attract new customers and stay in the minds of the existing ones.



Make sure you are part of the Digital Signage Resource Directory!
Sales and listings close October 13
Materials due October 19

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