

# ARE YOU ADVERTISING THE RIGHT PRODUCTS AT THE RIGHT TIME?

## GO DIGITAL.

**43%**

OF PEOPLE WHO ARE LIKELY TO REPAIR OR REPLACE HEATING OR AIR CONDITIONING ARE HEAVILY EXPOSED TO OUT-OF-HOME ADVERTISING



**SOMETIMES CHILLIN' IS NOT COOL!**



Even a mild winter means a long heating season, and with the cost of energy spiraling ever upwards, homeowners are looking for ways to stay within their heating budget. Many people want to cut heating costs and save energy this winter so make sure you're marketing initiatives are sensitive to the needs of your customers. One creative idea would be to utilize the flexibility of digital to target specific products that will keep your consumer's house warm and energy costs down. **Smart and simple, that's what Digital Out-of-Home is all about.**

PEOPLE WHO ARE LIKELY TO REPAIR/REPLACE HEATING/AIR CONDITIONING **ARE 20% MORE LIKELY TO BE HEAVY USERS OF OUT-OF-HOME** THAN THE AVERAGE AMERICAN



**1** SAVE MONEY. SAVE ENERGY. INSTALL A PROGRAMMABLE THERMOSTAT

**SAVE ABOUT \$180 A YEAR ON ENERGY BILLS**



You can do it. We can help.™

**2** SAVE MONEY. SAVE ENERGY. USE COMPACT FLOURESCENT LIGHT BULBS

**SAVE UP TO \$30 FOR THE LIFE OF THE BULB**



You can do it. We can help.™

**8** SAVE MONEY. SAVE ENERGY. MAINTAIN YOUR FURNACE & WATER HEATER

**SAVE 30-70% ON WATER HEATING**



You can do it. We can help.™

**1 OUT OF 5** PEOPLE WHO ARE LIKELY TO REPAIR/REPLACE HEATING/AIR CONDITIONING **ARE HEAVY COMMUTERS** (COMMUTE 30+ MINUTES TO WORK EACH DAY)

Ever wish you could look up at the sky and instantly know its temperature? Of course, who hasn't?! Well, lucky for you, Lamar's Digital Displays just so happen to have the ability to bestow this knowledge upon you.

Yep, that's right, with our technology we can automatically display the current temperature. In your industry, temperature conditions are often vital to sales. Why not remind your potential heating/energy customers how cold it is outside?

With NO production charges, no installation fees, and the freedom to change your message as often as you'd like, be sure and take advantage of this technology and use it to its fullest.



## TESTIMONIALS



**Carrier**  
Turn to the Experts™  
www.carrier.com 1-800-CARRIER

"We found that the [Out-of-Home] program generated a great deal of enthusiasm within our dealer group. It made a big impression on them, making them feel good about doing business with Carrier."

- **Andy Paskins, Carrier Corporation**



**Propane?**  
Call 1-888-Agway24 **AGWAY ENERGY PRODUCTS**

"We recently sold an installation for just over \$40,000 (our average sale is \$6,000). When we were doing our final inspection we asked the customer how she came upon calling Agway Energy Products. She said, 'I saw one of your advertisements on a billboard.' You are going to make a believer out of me yet!"

- **Ken Lundy, Agway Energy Products & Suburban Propane**

\*statistics provided by Scarborough USA Plus - Release 1 2008 12 Month Scarborough

