

Outdoor LED Sign Estimate

Estimate for something like Hollandale's: \$15,000

Details:

- Hollandale's sign is "basic" meaning that it has less bulbs, so it doesn't look as high tech
 - More bulbs = more money
- Should last "forever," but if bulbs go out, panels can be changed out
 - Old models did not have this feature – the whole sign needed to be replaced if bulbs went out
 - The Barneveld School District LED sign is an old model and it needs to be completely replaced because bulbs are going out
- The sign and the communicator cannot be more than 1 mile away and the communicator has to be in sight of the sign
- Hollandale uses it as a way to make money

Hollandale's Sign Pricing and information: <https://hollandalewi.com/hollandale-digital-sign-usage/>

Unlimited usage:

- Village of Hollandale
- Non-profit Organizations/Churches/School
- Original Donors
- Benefits for Persons with Life-threatening Illness or Loss

Limited:

- Local Businesses-8 times per calendar year at no cost. Additional submissions would be \$20.00 each. Postings would be for an event or announcement.
- An example of an event would be: "Halloween Dance, October 30, 8 pm at Stroz, Costume Contest at 9:00."
- Examples of an announcement would be: "Uff DA! The Oysters and Herring have arrived at Hollandale Grocery. Get yours before they are gone." Or "Sigg Landscaping is available for snow removal call xxx-xxx-xxxx to make arrangements."

Paid:

- Personal Announcements or Congratulations (Birthday, Anniversary, etc.) \$20.00 each to be paid before the submission will be posted to the sign.
- Local Businesses exceeding 8 times per calendar year, \$20.00 each to be paid before the submission will be posted to the sign.

Other examples:

People's Community Bank: \$35,000



Dodgeville: \$40,000 - <https://www.dodgeville.com/the-chamber/community-info-sign/>