T&T MEDIA GROUP

A Tried & True Consulting Company

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DIGITAL MENU BOARDS

MONITIZE YOUR SPACE
IMPROVE CUSTOMER EXPERIENCE

Advertising Revenue Available

What businesses look for in advertising is a captive audience and impressions. Companies are paying thousands of dollars to mail coupons, advertise on websites and purchase leads through SEO Marketing.

Offer businesses the opportunity to advertise on your menu board! We have programs and revenue share opportunities and can help you create, advertise and monitize your video board!

Who Might Advertise?

Plumber Dentist Insurance Agent Investment Banker Relator
Auto Repair Shop Heating & Air Company So Many More

Contact Your Partner Representative

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COST FOR MENU BOARDS EXISTING TV

Monitors/TV/Mounts	If you have a Display and WiFi
Site Set-Up Cost	$529.00 1st Board, Additional Boards $399.00 (P/Board)
Design Work p/Board	Includes Design (2 Design Reviews - 1 on site)
Installation (If Required)	N/A
Subscription	Menu: $20.00 / Month 1st Board, capped at $100.00 for location. $44.00 if live TV is needed

Additional Requirements

Must provide Internet via ethernet or WiFi. Will need an outlet for the Mini Computer

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COST FOR MENU BOARDS DISPLAY NEEDED

Monitors/TV/Mounts	Provided
Site Set-Up Cost	$1,059.00 1st Board, Additional Boards $999.00 (P/Board)
Design Work p/Board	Includes Design (2 Design changes reviews - 1 on Site)
Installation (If Required)	Dry Wall Mount covered*
Subscription	Menu: $20 p/mo p/TV capped at $100.00 for a location. $44.00 per board for 2 or more.

Additional Requirements

Must provide Internet via ethernet or WiFi.
Will need an outlet for the Mini Computer
*Concrete Mount add $175.00 per board
*Ceiling Mount add $225.00 per board

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Steps To Move Forward

1. Schedule a 30-minute consult with Tried & True to go over program and specs.
2. As a Client, we will cover the set-up prices and start the art-work process.
3. As a potential Advertiser, we will discuss plans and begin to work on design and implementation.
4. Sign an Agreement, Create a Work order and start working on your video ad. Ads can be sent in 3840 x 2160 in the following programs PDF, JPEG, PNG.

Tips for Successful Video Board Marketing

1. The Golden Triangle - When looking at a menu, our eyes typically move to the middle first, then to the top right corner, and then the top left corner. Place your top items accordingly.

2. Prioritize customer attention on high-profit items - As customers scan the menu, they will focus and prioritize the top two items in each section. Accordingly, list your highest-margin items first. That said, some people will tend to pick the bottom of a list. This is where you should place your most cost-effective offering.

3. Color Drives Behavior - The use of color on a menu can drive behavior. For example, the color green suggests freshness (or farm to fork), orange has been shown to stimulate the appetite, and red is used to persuade and encourage action.

4. Limitations Are Good - Too many menu choices can confuse a customer. Provide enough choices to give the customer options, but not so many as to frustrate them.

5. Negative is Positive - When looking at a packed menu, the eye will be drawn to items with the most space. Use negative space to create islands of high profit menu items that stand out and draw the eye.

6. Try Dropping the Currency - In some concepts it makes sense experiment with dropping the currency sign (e.g.: $) when it comes to pricing. The psychology is to remove the aspect of associating the item with the "pain" of cost, making the customer more willing to select a higher-priced item.

7. Leverage Social Media and QR Code Technology. The ad is designed to catch the eye and draw attention to your brand, service, product or solution. It is important that you use every inch of your digital real estate wisely. We recommend that you ad a QR code that links to a landing page to capture potential customer information.

8. Call to Action - It is critical that your message leads to a specific action you want the potential customer to take. Whether it is phone call, email, website or QR code with information. Be sure you accomplish the desired outcome.