

# ALL ABOUT LED SIGNS



Your Guide to the History, Benefits, and Frequently  
Asked Questions about LED Signage



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# OUTDOOR LED SIGNS

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Since 1968, Stewart Signs has provided quality signage to organizations across America. With over 50,000 satisfied customers, our signs have proven to not only meet but exceed our customers' high expectations. We strive to provide each customer with the highest quality product at a reasonable price while offering superior customer service. Rest assured that when you choose a Stewart sign, your investment will last for many years. This eBook is provided to you to help you understand your options for outdoor LED signs, and will help you determine if an outdoor LED sign is right for your industry.

Thank you for reading and don't hesitate to contact us at (800) 237-3928 to learn more about outdoor LED signs.



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# TABLE OF CONTENTS

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- 3. Introduction
- 4. History of Outdoor LED Signs
- 5. Benefits of Outdoor LED Signs
- 7. Industries that Utilize Outdoor LED Signs
- 8. Outdoor LED Signs: Frequently Asked Questions
- 10. What Kind of Software is Needed for Outdoor LED Signs?
- 11. Conclusion
- 12. About



# INTRODUCTION

Churches, schools, and other organizations can all benefit from the positive return on investment of outdoor LED signs. With a variety of options at various price points, the outdoor LED signs provided by Stewart Signs are backed by a lifetime warranty on faces and support structures, including damage caused by vandalism. Every Stewart sign is UL listed as meeting OSHA product safety standards. Our signs can even withstand hurricane-force winds! We will furnish you with a quality product that you'll love, at a fair price. Count on Stewart Signs for superior service and prompt delivery.

Continue reading to find out more about outdoor LED signs, from their history to the benefits of outdoor LED signs, as well as a section on Frequently Asked Questions.



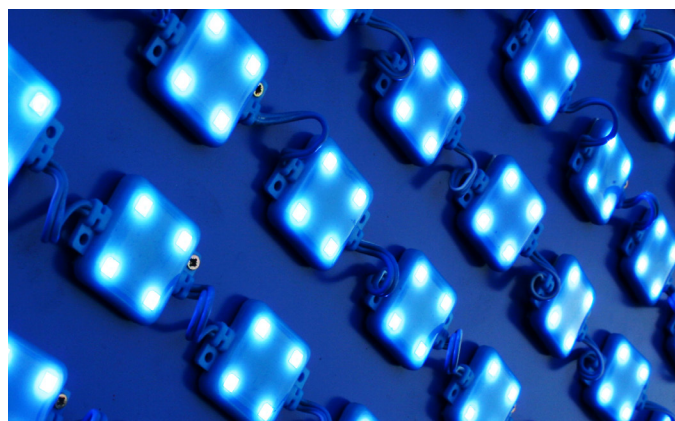
# HISTORY OF OUTDOOR LED SIGNS

LEDs (light-emitting diodes) were first discovered in the 1960s, but things have certainly changed since 'Leave It to Beaver' was the premier prime-time television event. Back then, LEDs were quite expensive and very inefficient. At the time, it certainly wasn't cost effective to communicate messages by way of LEDs because companies' electric bills would have been far more substantial than any ROI they hoped to achieve.

In the 1990s, LED signs found their way into more commercial operations, allowing businesses of all sizes to capitalize on the brilliant lights and bright signage this technology offers. Warm colors (reds and yellows) led the trend, as the light behind the signs began to find its way into popular society. It didn't take long for monochrome LED boards to begin to appear everywhere; they were close in setup costs to traditional lighted signs, but they offered considerable savings in power consumption.

It took a few years after reds and yellows hit the scene for cool colors (blues and whites) to make a name for themselves because they remained extremely costly when compared to their warm-color counterparts and traditional light sources.

Full-color LED signs began appearing once a single pixel could house RGB (red/blue/green) LED clusters. Today's LED lights are capable of producing 281 trillion colors, which is pretty incredible, considering the human eye can only see about 10 million colors.



Over time, pixel pitch has become greatly reduced, meaning the spacing between lights has gotten shorter. This allows images to remain crisp and bright. Early LED signs were characterized by a pixel pitch of about 24mm, which was reduced to 20mm not too long afterward. This evolution then led to 16mm, then the current 10mm standard.

Stewart Signs has been in the sign business since 1968, experiencing the changes and evolving with the industry at every turn. We've seen some incredible things over the years, and we're excited to be a part of what the future will bring.

# BENEFITS OF OUTDOOR LED SIGNS

Since they were first invented, outdoor LED signs have offered organizations of all types plenty of awesome benefits far beyond traditional signage.

Here are just a few of the top benefits of outdoor LED signs:

## 1. Bright, Vivid, Attention-Grabbing Displays

You have something to say, and you want people to hear your message. The brightness of outdoor LED signs allows you to get your message out there with brilliant beauty.

## 2. Unique Content Opportunities

With traditional signs, it can be difficult to change the messaging. Outdoor LED signs allow you to change your message frequently, integrate social media, play videos, and provide plenty of other unique content. You can even shuffle your message to talk to specific audiences, depending on the time of day your post will be displayed.

## 3. Operational from Anywhere

Outdoor LED signs are controlled with software, meaning you don't have to trudge outside into the elements to reorganize your words. You can set your software up anywhere you choose, so you can access changes anytime, day or night, winter or summer.

## 4. Complete Control of Messaging

Capitalize on the attention of people on the street by providing content that speaks directly to them at that very moment. If you own a retail store, maybe you want to advertise a flash sale. If you're a church leader, you might update your sign just before service starts to let people know there are still a few seats available in the pews. Say what you need to say; you have complete control.



## 5. Low Maintenance & High Durability

A great outdoor LED sign is built to last. Reputable sign builders provide top-quality products that are highly resistant to damage and Mother Nature's elements. On the contrary, traditional billboards are made of vinyl that can easily tear, fade, and incur other types of damage. Other forms of outdoor signage also require lights that need constant upkeep and repair. LED is the way to go if you're looking for low-maintenance signage that pays for itself!



## 6. Increased Brand Awareness

No matter what your organization does — be it a church, civic organization, or academic institution — you obviously have a brand that you want to tell the world about. Using an outdoor LED sign, you could experience an uptick in brand awareness and ROI anywhere between 15 percent and 150 percent, on average.

## 7. Energy-Efficient Advertising

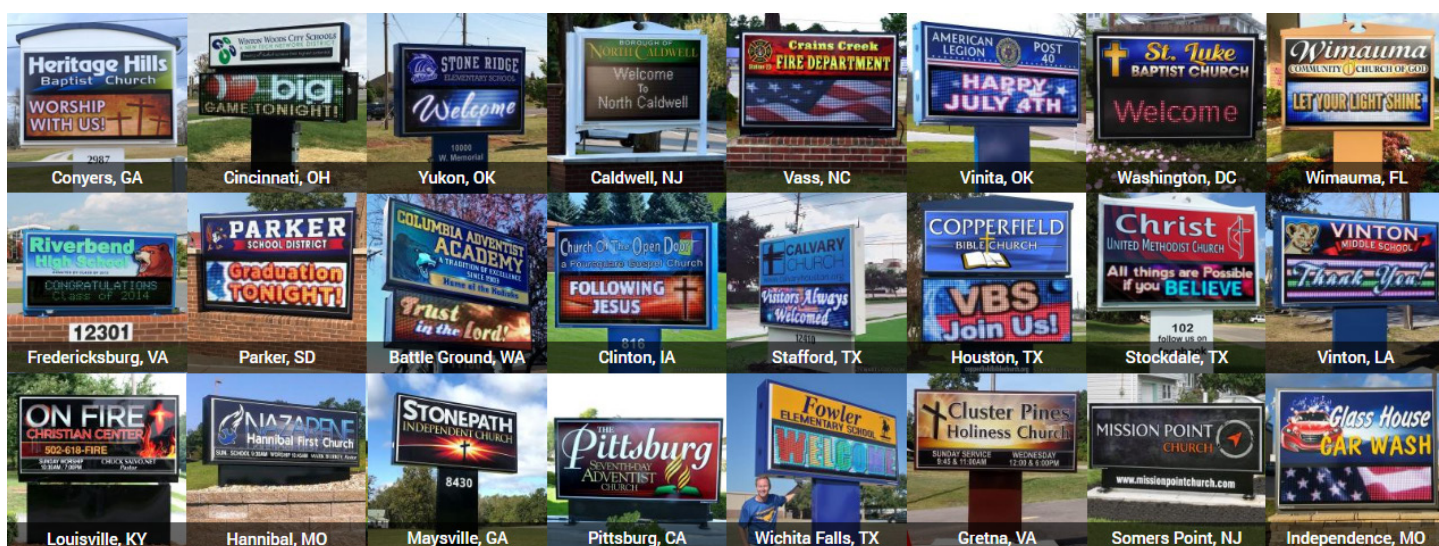
Traditional incandescent or fluorescent bulbs can really break the bank, particularly if you're operating your sign all day (or, at least, most of the time). LED bulbs are energy efficient and founded on the fact that you have better things to do with your money than give it to the electric company!





# INDUSTRIES THAT UTILIZE OUTDOOR LED SIGNS

No industry is too mighty — and no organization is too tiny — to reap the rewards of outdoor LED signs! Throughout the years, our team at Stewart Signs has had the privilege of working with organizations of all sorts. The following are just a few of the types of groups we've worked with when they were ready to bolster their brand presence:



- Churches
- Schools
- Community Groups
- Independent Organizations
- Nonprofits
- Government Entities
- Military Installations
- Small & Large Businesses



# OUTDOOR LED SIGNS: FREQUENTLY ASKED QUESTIONS

To facilitate your learning and purchasing process, we've compiled a few of our frequently asked questions regarding outdoor LED signage, along with our suggestions and industry insights.

## 1. What are the Alternatives to Outdoor LED Signs?

You might be surprised to learn that there are a plethora of outdoor LED signage options. Here's a quick rundown of the pros and cons of some of the most common forms:

### Static Signs

Pro: Can be made into any shape or design

Con: Become stagnant and unnoticeable

### A-Frame

Pros:

- Inexpensive
- Easy to see at street level
- Very customizable

Con: Not useful for distance advertising

### Banners

Pro: Easily customizable with a wide range of graphics and fonts

Cons:

- Bulky, hard to install/remove
- Meant for short-term use

### Channel Letters

Pros:

- 3D
- Modern
- Stand-out
- Eye-catching
- Can work well for daytime advertising

Cons:

- Expensive because they have to be handmade or computer-generated per project
- Wiring and installation are costly (both time and money)
- Messaging and branding cannot be changed without purchasing a brand-new sign
- Power packs may be visible, which can detract from signs' aesthetic appeal

### Reader Boards

Pros:

- Customizable and can be fun to work with
- Generally easy to maintain

Cons:

- Extreme weather can pose issues, making it especially difficult to change messaging
- Letters must be properly stored and accounted for to prevent breakage or missing letters

## 2. How Much do Outdoor LED Signs Cost?

Generally speaking, the cost of a sign is determined by the following key elements:

- The physical size of the structure
- Pixel pitch of the sign
- The number of LEDs that comprise a pixel

Of course, outdoor LED signs can come with lots of bells and whistles or be simple and straight to the point. Typically, the cost of an outdoor LED sign includes the type of graphics you choose (monochrome or full-color, including graphics) and any applicable software. You may even be able to purchase additional lightboxes, depending on your unique setup. As a note, anything smaller than a 32-pixel display is not typically a candidate for graphic displays.

There is no one-size-fits-all solution. Contact Stewart Signs to obtain a customized-yet-affordable quote for a sign that resonates with your target demographic. Besides phenomenal customer service and top-of-the-line signage, our warranties reinforce our commitment to doing right by your church or company.

## 3. Do Outdoor LED Signs Yield Positive ROI?

In one word, absolutely! Every customer is different. We understand that our congregational customers have different goals from our institutional customers. Our goal is to make sure every sign works for you, no matter what message you're sending to the world.

Here's a look at a few of the reasons our customers reap positive ROI from our outdoor LED signage:

### Churches

- Increased awareness of the church's message
- Increased attendance
- New congregants
- Increased support for things like capital projects, children's camps, church gatherings, and support for those in need

### Schools & Municipalities

- School pride
- Connection with the community
- Advertising important events and meetings
- Sharing messages about goings-on that need attention

### Businesses

- Building brand awareness
- Increasing traffic
- Growing sales

# WHAT KIND OF SOFTWARE IS NEEDED FOR OUTDOOR LED SIGNS?

If outdoor LED signs sound like they're out of your league, think again! When you employ a team of signage pros, the points-and-clicks you need after we're gone are super intuitive.

Here's a quick run-down of the things you'll need to know to get your software up and running:

- Stewart Signs' SignCommand® software is not difficult to set up.
- We provide a user-friendly, intuitive interface.
- You can easily instruct your sign to play a few select messages or fill your queue, so they all display in order. Once again, what you say is all up to you!
- You'll need some form of communication that goes from your fingertips to the sign itself. Typically, this means you'll need access to one form of the following:
  - Wired access (Ethernet or fiber optic cables)
  - short-range wireless (wireless radios)
  - Long-range wireless (cellular modems)

The logo for SignCommand, featuring a stylized 'SC' icon with three curved lines representing signal waves, followed by the text 'SignCommand' in a bold, sans-serif font with a trademark symbol.

Stewart Signs offers wireless upgrades and online video tutorials to get you started. We're here to help you get the word out from the ground, up! Before you make a big investment, we invite you to talk to our team of signage specialists. We can't wait to hear from you!



# CONCLUSION

Every type of business or organization can benefit from the affordability, high ROI, and ease of use of an outdoor LED sign. We hope the content in this eBook helped to answer some of your most pressing questions about outdoor LED signs.

At Stewart Signs, we've helped thousands of organizations like yours reach out to the community, engage their audience, and drive activity. Our satisfied customers have all succeeded in their marketing efforts with a Stewart sign. Our knowledgeable and friendly sales staff is here to ensure a smooth transition to using an outdoor LED sign.



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## ABOUT

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Stewart is a national sign company with a strong presence in local communities as well as around the globe. Since 1968, we've provided signs for thousands of satisfied customers, including churches, schools, businesses, military installations, civic organizations, and municipalities across the country and around the world.

Stewart's dedication to crafting superior products and conducting business ethically hasn't wavered since our inception. Over 50 years and 50,000 signs

later, Stewart Signs remains America's number-one provider of church and school signs and has the honorable distinction of being contracted by the General Services Administration (GSA), Air Force Nonappropriated Fund Purchasing Office (AFNAFPO) and State of California's Department of General Services. Stewart is also a licensed provider for the American Legion. These respected institutions trust Stewart Signs for their custom signage needs. So can you.

## Stewart Signs

(800) 237-3928

## Location

2201 Cantu Court, Suite 215, Sarasota, FL 34232