

# BOARDVIEW'S

## Many Years Ago

Most people in the community arenas today probably don't remember that advertising on the rink boards never existed 30 years ago. Watching old footage of NHL games not only shows no helmets or goalie masks but also completely white board surfaces.

The game has changed so much. It's faster, harder, and much more colourful. The signs do add colour to the arena atmosphere and creates significant revenue for the facilities.



## PRESIDENT'S NOTES

Targeting a potential client to convince them to patronize a business is one of the most challenging aspects for any company. Where should the advertising dollars be spent?

It's interesting to note that many companies feel they must be part of the digital world and demonstrate to their clients that they are current with their advertising approach. Spend the money on social media such as Facebook and Twitter or other similar sites such as Google they are told.

If social media was so successful then why do static

signs such as rink boards outdoor billboards, benches, and bus advertising continue to thrive? The answer is



simple. It works and always will work.

BoardView continues to adapt to the use of technology by utilizing improved production capabilities, improved accounting

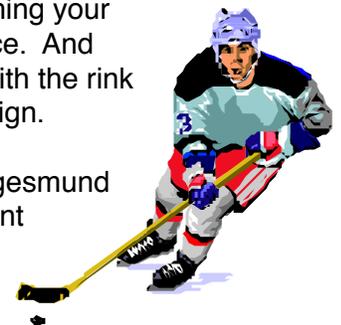
**DID YOU KNOW?**  
BoardView services the entire Golden Horseshoe area (and beyond).

procedures, and improved invoicing and payment options for our clients. But the one constant has been the static sign.

The key to any successful advertising is to reach out to the people where they congregate and arenas will always be a major focal point in our communities.

So, when you are considering where to spend your advertising funds don't forget about one of the most effective ways of reaching your audience. And that's with the rink board sign.

Jory Sigismund  
President



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## CLIENT UPDATE

Chatham is beginning to sell out. There are 3 arenas in the market and all have only limited space remaining. The recent sales include **Boston Pizza** in Thames Campus, **Campbell Toyota** also in Thames and the other two rinks, and **I Luv Juicy**. **Downtown Deli** chose Memorial along with **Mama Maria's**.

**Village Orthodontics** bought Victoria Park in Brampton while **Thermokline** can now be seen in both South

Fletchers and Chris Gibson arenas. **The Co-operators Insurance** also chose Chris



Gibson and **Balogh Dental** is also in Fletchers. **Cars R Us** purchased in Century Gardens.

**Sport Clips** and **Pet Vet** will be in Meadowvale in

Mississauga. **Pet Vet** will also be in Cawthra Park.

New Tecumseh was taken by **Syndic** in Alliston and **Craig Butcher** or **Remax** in Tottenham.

**Clean Rides** will be seen shortly in the Sports Centre in Milton.

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## CLIENT RENEWALS



The Chatham-Kent region has a few hundred clients participating in the program with various types of signs. Every year in January a lot of those clients are due for renewal and as is usually the case throughout our network virtually every client renews.

We just wouldn't be able to fit all of those renewal names in this section so we would simply like to say 'thank you' to all of those clients who continue to support the program in their markets. Our renewal rate remains at a huge 95%. In fact, it's been that way for almost 30 years now.