

Unlocking Business Value with Small and Medium-Sized LED Billboards

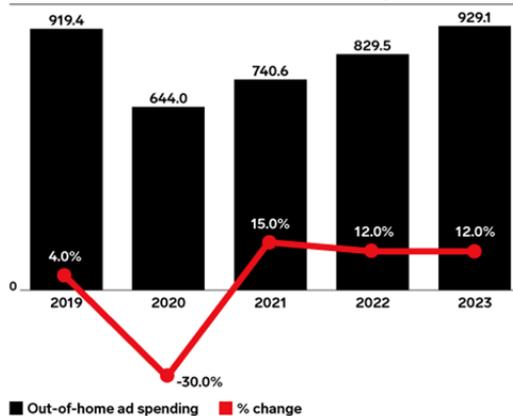
Executive Summary

Small and medium-sized LED billboards are transforming roadside land into high-yield business assets. With low upfront investment, rapid payback, and robust operational support, these digital displays offer a compelling opportunity for landowners and entrepreneurs to generate steady revenue by tapping into the growing demand for local advertising.



The Business Opportunity

Out-of-Home Ad Spending in Canada, 2019-2023
millions of Canadian dollars and % change



Note: includes alternative, billboards, cinema, street furniture, and transit
Source: eMarketer, Oct 2020
262149 eMarketer | InsiderIntelligence.com

Growing Market Demand

Digital out-of-home (DOOH) advertising is on the rise in Canada, with spending increasing year over year. Businesses are shifting from static billboards to dynamic LED displays, which capture more attention and deliver greater value to advertisers. This trend creates a lucrative environment for new operators to enter the market with smaller, more affordable installations.

Revenue Generation

By installing an LED billboard on a well-located piece of land, owners can offer advertising space to local businesses, community organizations, and networks. Unlike static billboards, digital displays allow for multiple advertisers and dynamic content rotation, maximizing revenue potential from a single location.

Return on Investment (ROI)

Low Entry Barrier

Small and medium-sized LED billboards require a significantly lower initial investment compared to large-scale installations. Typical project costs range from \$80,000 to \$200,000, making them accessible to a wider range of investors. The flexibility in size and form factor allows operators to tailor solutions to their budget and site conditions.

Fast Payback Period

The combination of lower costs and the ability to serve multiple advertisers means operators can achieve a faster return on investment. Local advertising markets are particularly well-suited for these billboards, as they offer high visibility and relevance to nearby businesses. The ROI for small and medium-sized LED billboards often surpasses that of larger installations, thanks to efficient operations and targeted content.

Key Business Features

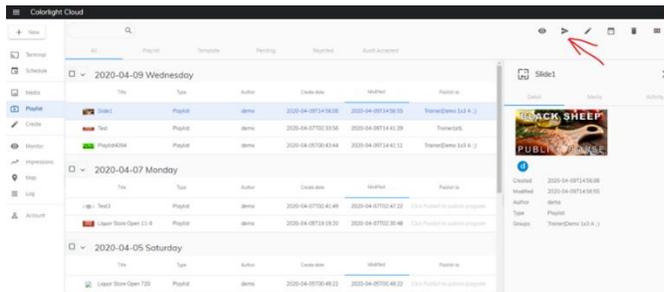
Advanced Technology

Leader LED Ontario Digital Sign Group provides state-of-the-art display panels with high brightness (7500~8500 NITS) and superior image quality. Operators can choose between SMD and DIP modules to balance cost, brightness, and viewing angle based on their specific needs.



Flexible Content Management

A cloud-based content management system enables remote scheduling, updating, and monitoring of billboard content. This system is accessible via web browser on any device, allowing operators to manage their advertising inventory efficiently and securely from anywhere.



Operational Support

Leader LED offers comprehensive support, including training, phone assistance, and optional proactive maintenance. This ensures

uninterrupted operation and maximizes uptime, which is critical for maintaining advertiser satisfaction and revenue flow.

Benefits for Operators

- **Multiple Revenue Streams:** Serve several advertisers simultaneously, increasing income per billboard.
- **Scalable Investment:** Start with a single billboard and expand as your business grows.
- **Minimal Overhead:** Automated content management and robust support reduce the need for on-site staff.
- **Future-Proof Technology:** High-quality, weather-resistant displays and secure cloud software ensure long-term reliability.

Conclusion

Small and medium-sized LED billboards represent a smart, scalable investment for anyone looking to turn roadside land into a profitable business. With proven market demand, low entry costs, and strong operational support, these digital displays deliver rapid ROI and sustainable revenue for years to come.



Leader LED Ontario Sign Group—comprising Leader LED Ontario, Core Signs Canada Inc., and Green Plus Design—has built a strong reputation as a trusted provider of high-quality LED display solutions, traditional business signage, and professional installation services across Ontario.

With more than a decade of hands-on experience serving retail stores, restaurants, commercial buildings, and a wide range of local enterprises, our team understands the unique needs of Ontario businesses and the importance of reliable, visually impactful signage.

Our expertise spans the full lifecycle of signage projects, from concept development and custom design to manufacturing, installation, and long-term maintenance. Whether clients require modern LED video walls, outdoor digital displays, illuminated channel letters, storefront signs, or interior branding elements, we deliver solutions that enhance visibility, strengthen brand identity, and support business growth.

Over the years, we have earned the trust of hundreds of business owners by combining advanced technology, durable materials, and responsive customer service. Our mission is

to help organizations communicate clearly, attract customers, and stand out in competitive markets through signage that is both functional and visually compelling. Leader LED Ontario Sign Group remains committed to innovation, quality craftsmanship, and dependable support for every project we undertake.

Contact us: sales@leaderledontario.com