



AGTEGRA ADMIN INTERN PROJECT

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Andover Grain Terminal

Highway 12 E



Location

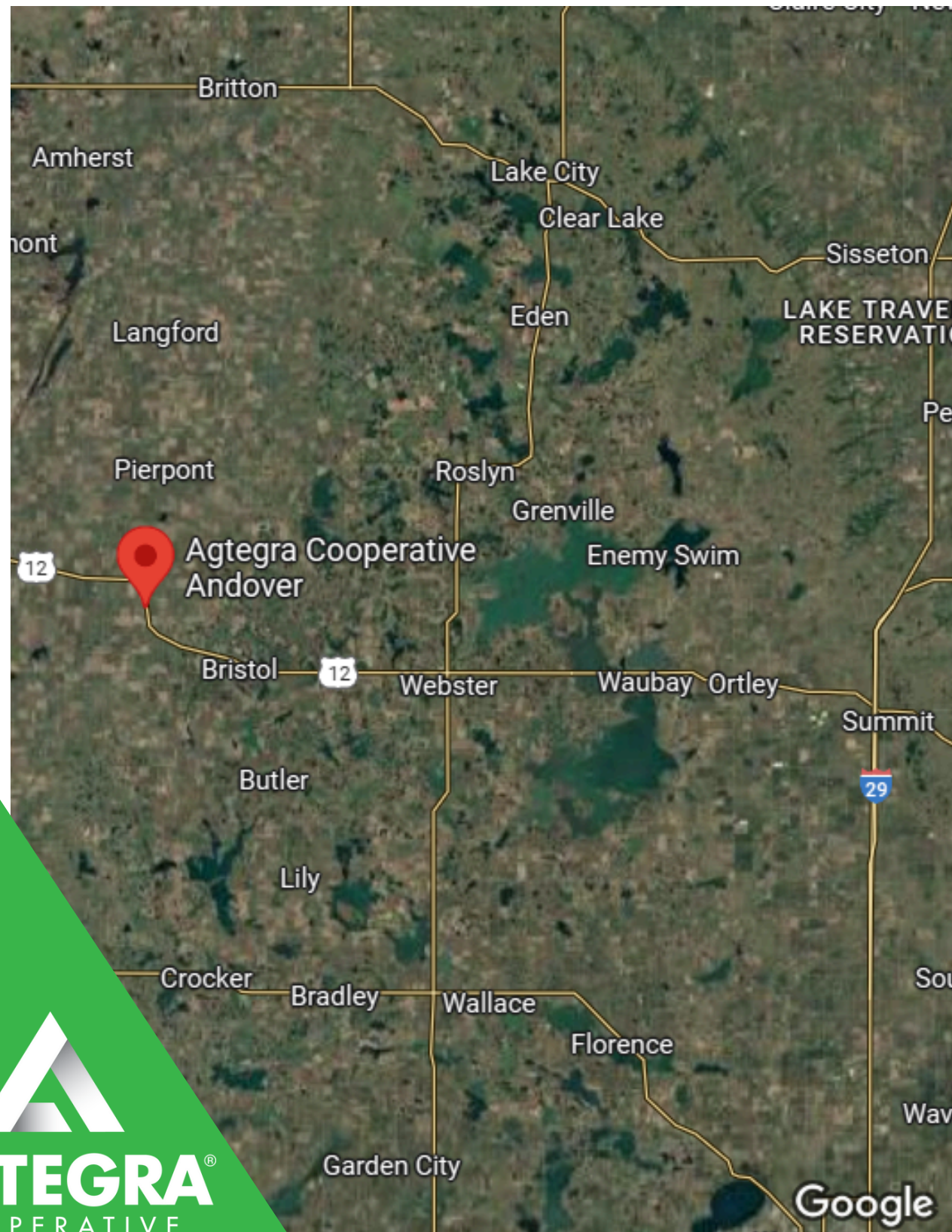
Highway 12 E

13701 U.S. 12, Andover, SD 57422

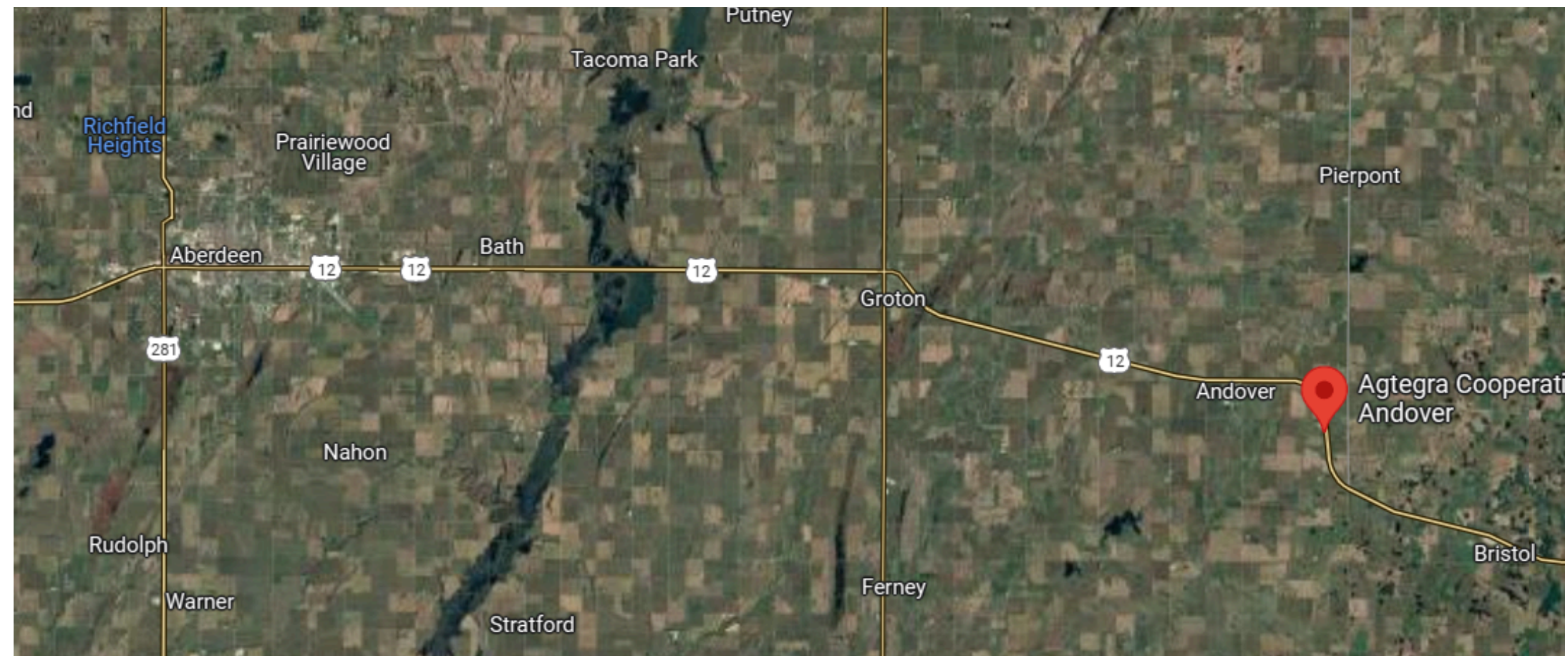


2024
x# trucks
x#
Bushels

Background and Rational



- On the way to the 3rd most populated town in SD.
- Near hunting grounds, fishing lakes, and is a popular highway along the way to Sturgis.



Road Placement



Does not obstruct
drivers view at the
entrance or exit.

Average Exposure



1,984 average views per day
over the last 8 years.

724,160
views
per year.

**Average view / car count
from 2015-2023 based on
DOT Traffic Reports**

Technology Specifications



14' x 19'
V-shaped sign.
Total Pixels 275x360

- Day and Night Sensors
- Animation and Simple Motions
- Instant Changeability and Upload Times



Risk Mitigation & Safety Concerns

Concern	Description	Mitigation
Driver Distraction	Rotating ads can pull attention off the road	Limit message changes to every 10 sec.
Glare/Light Pollution	Bright digital displays can cause nighttime visibility issues	Use built in auto-dimming technology & brightness caps
Visibility Obstruction	Ensure placement follows DOT spacing and sightline rules. Per SDCL 31-29-63, signs within 600ft of highways must meet strict exceptions to prevent visibility issues and driver distraction	Andover is a C5 Census Class Code, which indicates an active incorporated place, allowing the signs placement within 100ft off the highway
Weather Damage	Storms could damage structure, causing debris or failure	Weather-resistant materials, reinforce structural integrity, and schedule regular inspections and maintenance

Insurance

Weather Tested

- No sun bleaching
- Not affected by temperatures
- Large hail and tornados are the only concerns

Separate Policy

- Lower Deductible



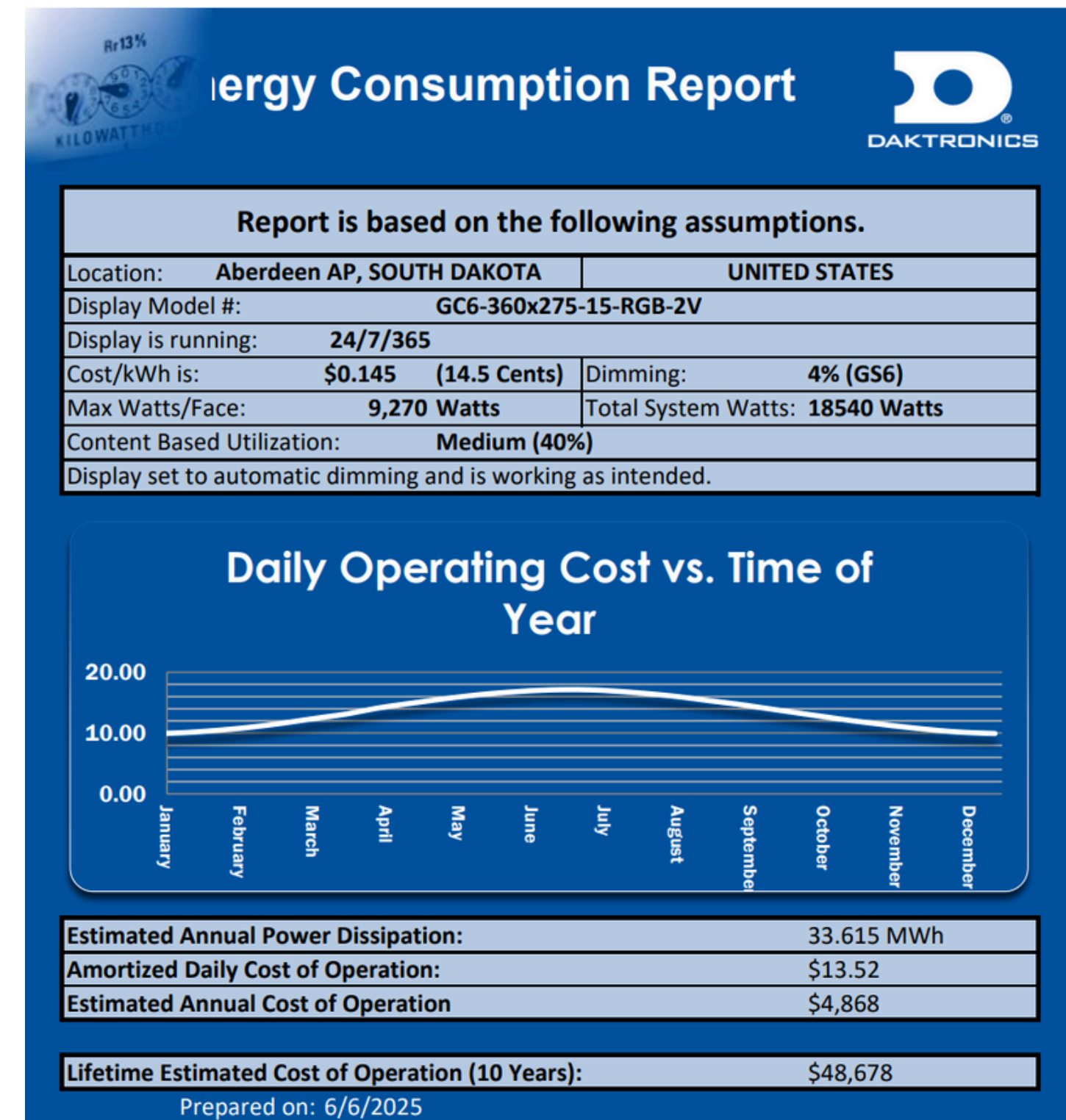
Cost Breakdown



Based on a 10 year minimum lifespan

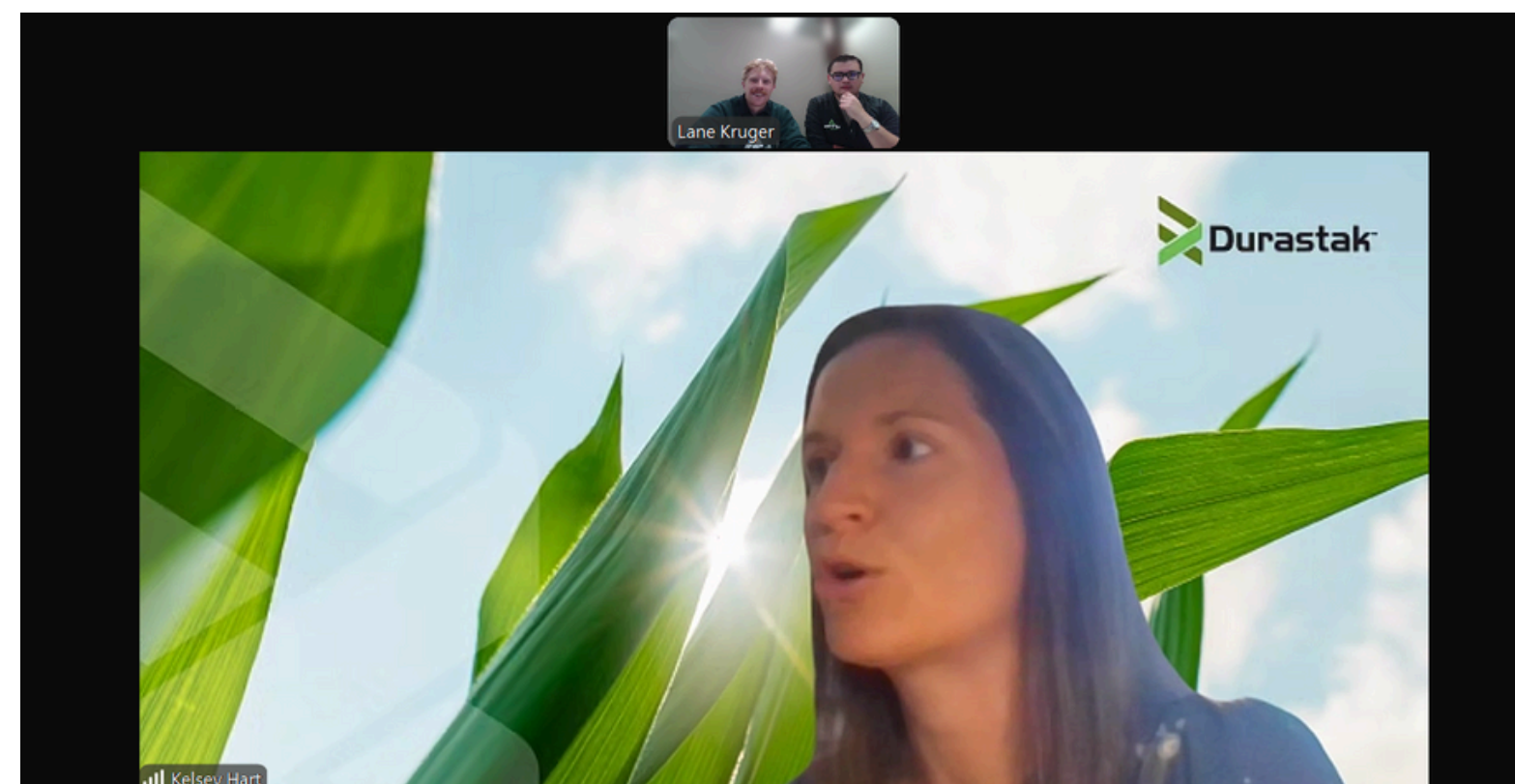
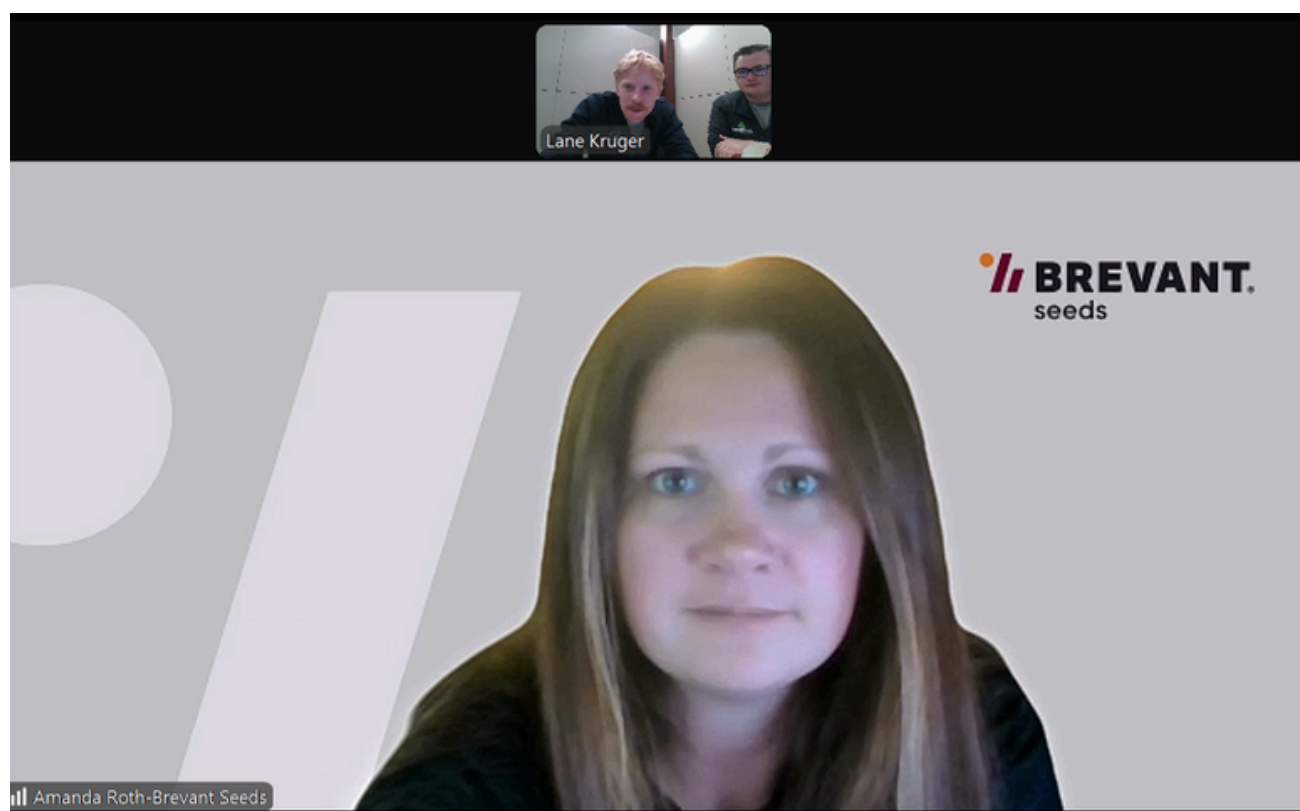
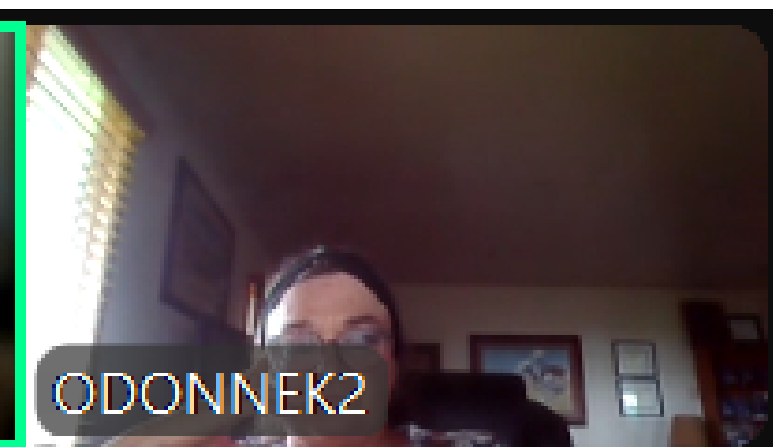
\$271,776.00	= install cost after 4% sales tax
\$48,679	≈ lifetime cost of operation
\$25,000	= extra 5-year part warranty
\$20,000	≈ lifetime insurance
\$2,400	= lifetime market screener
\$50,000	= expected labor repair costs
\$420	= lifetime road signage permit

\$418,275 = total estimated lifetime cost





Partner Interest





Ad Structure and Scheduling



Revenue Model

Ad Rates for Both sides



Ad Rotation	Est. Plays/Day	Monthly Rate	# of Sponsors per Level	Hours per Sponsor
Bronze (10%)	~864	\$500	8	.3hrs
Sliver (15%)	~1,296	\$750	4	.9hrs
Gold Level (25%)	~2,160	\$1,000	2	3 hrs
Agtegra Level (50%)	~4,320	Internal Price	1	12 hrs

We will only be working with our already approved partners

First come first serve, for companies in the same industry

Extras and Discounts

ADD-ON OPTIONS

Feature	Extra Cost
Simple Motion (fade, slide, etc.)	\$100
Priority Start Date	+\$100 (one-time)
Ad Change	\$0

DISCOUNTS FOR LONG-TERM BOOKINGS

Term Length	Discount
3 Months	-10%
6 Months	-15%
12 Months	-20%

Internal Ad Use

Agtegra Level Ads

- Innovation Center
- Job Postings
- Announcements
- Agtegra Products

Departmental Costs

- Marketing funds from business partners



ROI Projections & Scenarios



Full Ad Rotation ROI

Full Ad Level Example	Formulas	Totals
Full Ad Levels	$(8 \times \$500) = \$4,000$ $(4 \times \$750) = \$3,000$ $(2 \times \$1,000) = \$2,000$	\$9,000
Annual Income	$\$9,000 \times 12 \text{ months}$	\$108,000
Breakeven point	$\$418,275 / \$108,000 =$	3.87 years

60% Ad Rotation ROI

60% Ad Level Example	Formulas	Totals
60% Ad Levels	$(\$4,000 \times .6) = \$2,400$ $(\$3,000 \times .6) = \$1,800$ $(\$2,000 \times .6) = \$1,200$	\$5,400
Annual Income	$\$5,400 \times 12 \text{ months}$	\$64,800
Breakeven point	$\$418,275 / \$64,800 =$	6.45 years

(Not Including any internal sales)

Next Steps & Timeline

Intallation	Time
Parts	3-4 weeks
Base of Sign	2 weeks
Sign Install	6 weeks
Wiring	1 week
Power Hookup	3-5 weeks



Electrician needed
for power supply
hookup



Estimated Total
Time 10-12
Weeks





 **AGTEGRA**
COOPERATIVE

BE ACRES AHEAD

0%

FINANCING

**ON CROP
PROTECTION**

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Thank You
Questions?