



# AGTEGRA ADMIN INTERN PROJECT

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# Andover Grain Terminal

## Highway 12 E



**AGTEGRA**  
COOPERATIVE

# Location

# Highway 12 E

13701 U.S. 12, Andover, SD 57422



**2024**

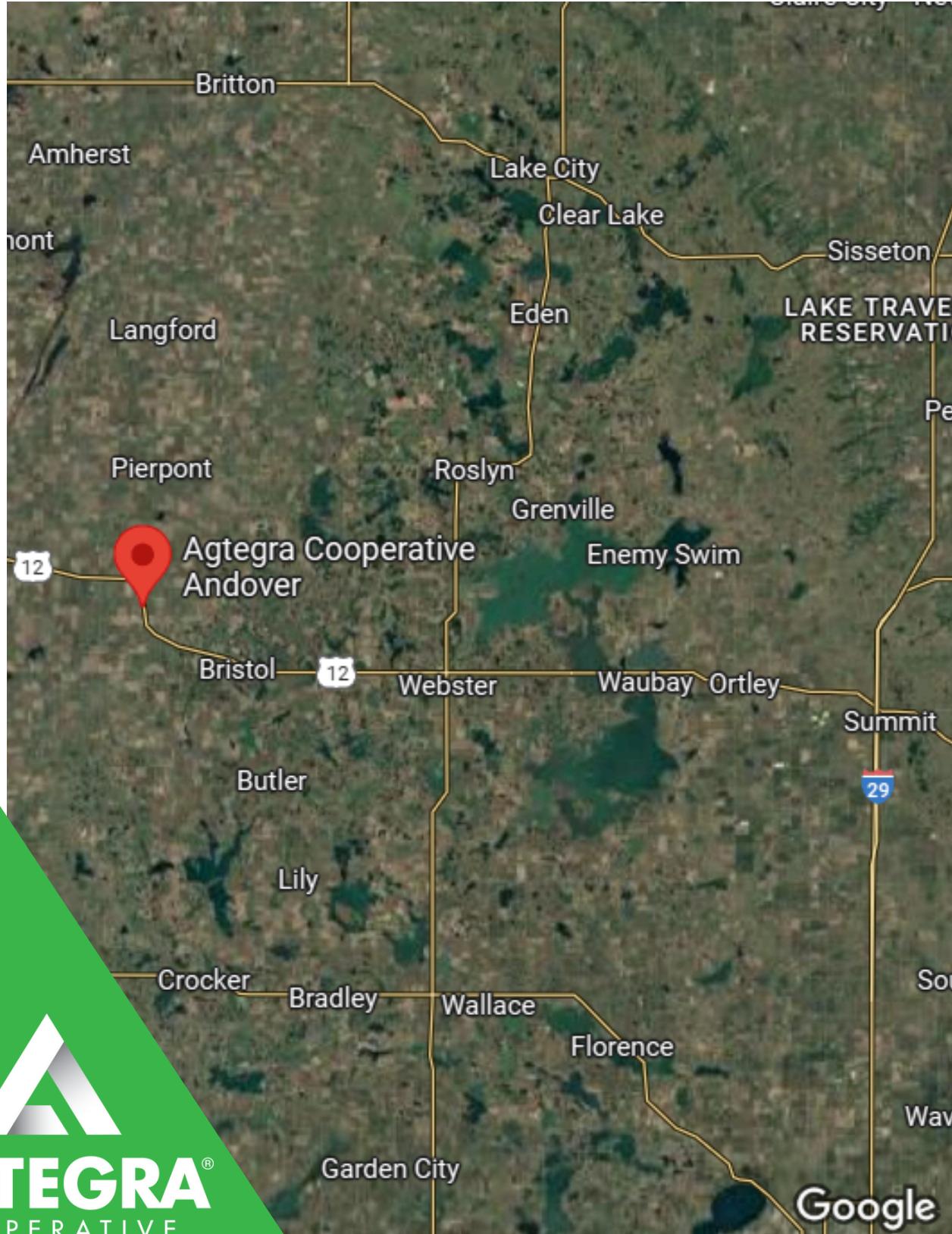
**x# trucks**

**x#**

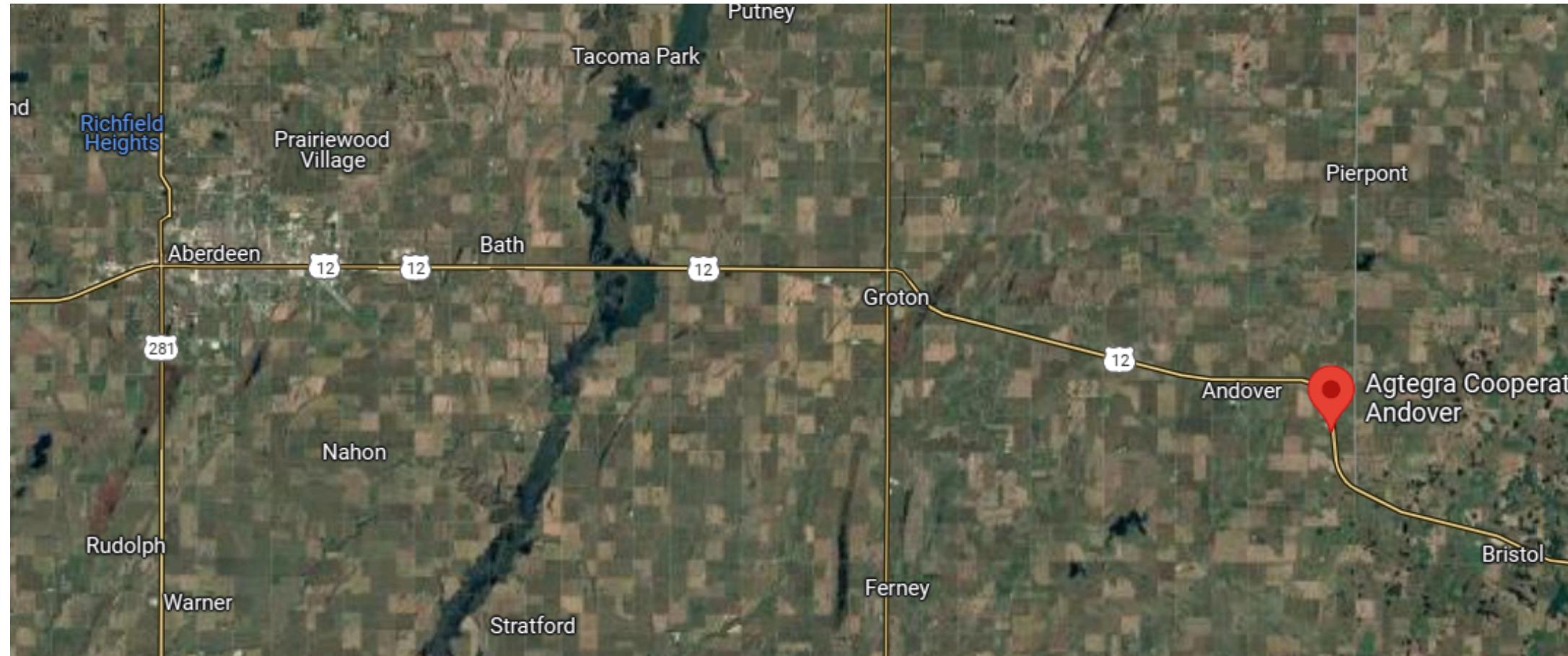
**Bushels**



# Background and Rational



- On the way to the 3<sup>rd</sup> 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



**AGTEGRA**<sup>®</sup>  
COOPERATIVE



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
<b>Driver Distraction</b>	Rotating ads can pull attention off the road	Limit message changes to every 10 sec.
<b>Glare/Light Pollution</b>	Bright digital displays can cause nighttime visibility issues	Use built in auto-dimming technology & brightness caps
<b>Visibility Obstruction</b>	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
<b>Weather Damage</b>	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**

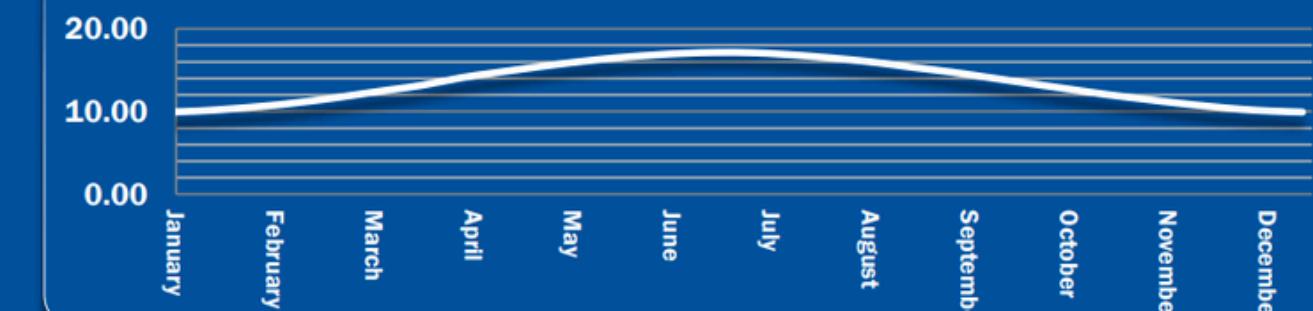
## Energy Consumption Report



Report is based on the following assumptions.

Location:	Aberdeen AP, SOUTH DAKOTA	UNITED STATES
Display Model #:	GC6-360x275-15-RGB-2V	
Display is running:	24/7/365	
Cost/kWh is:	\$0.145 (14.5 Cents)	Dimming: 4% (GS6)
Max Watts/Face:	9,270 Watts	
Content Based Utilization:	Medium (40%)	
Display set to automatic dimming and is working as intended.		

### Daily Operating Cost vs. Time of Year



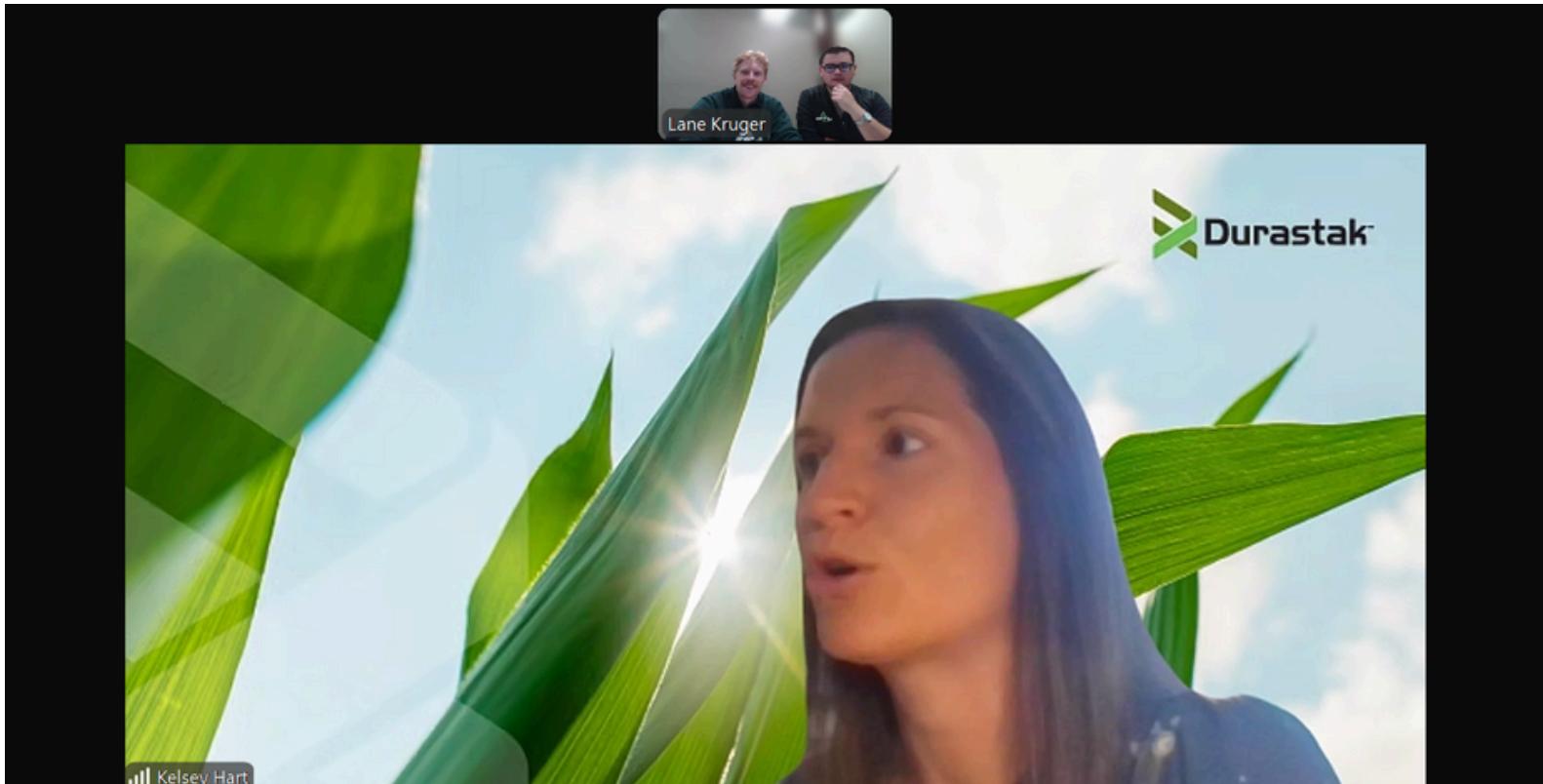
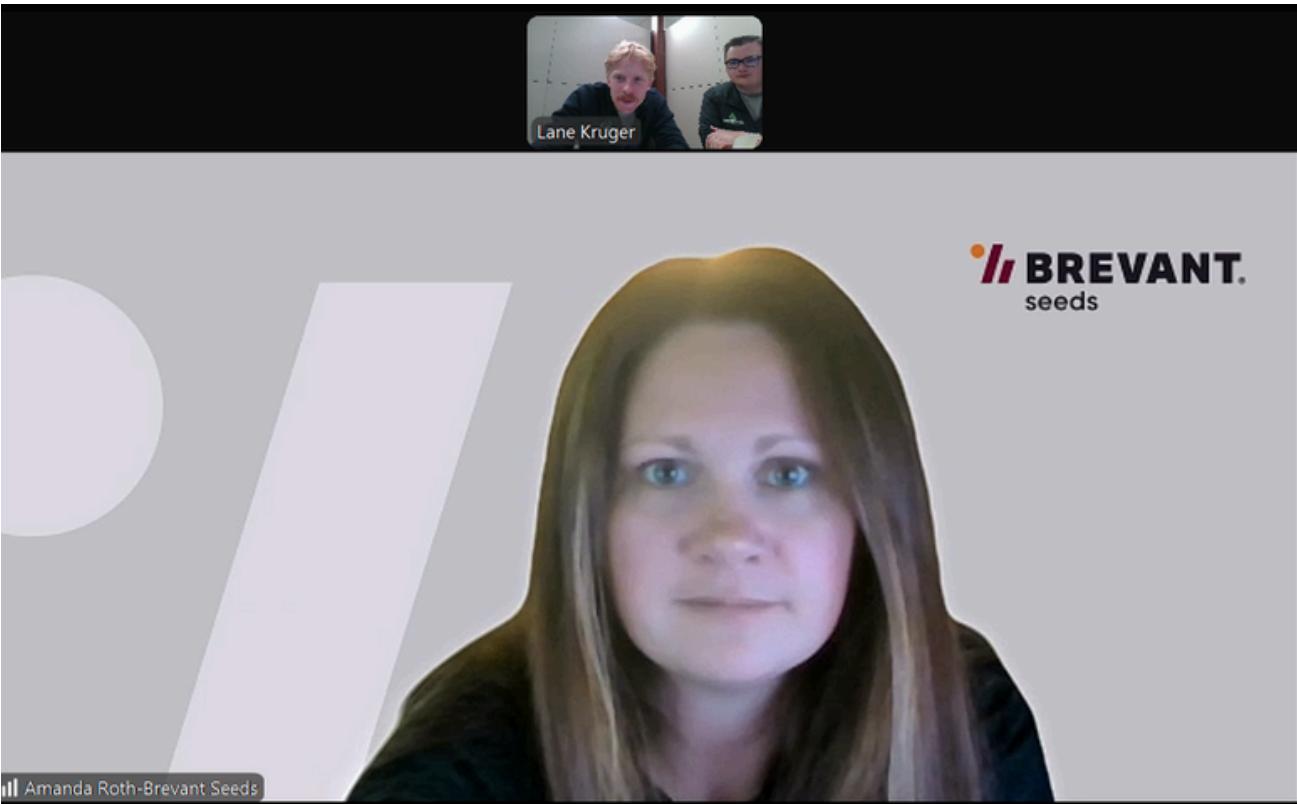
Estimated Annual Power Dissipation:	33.615 MWh
Amortized Daily Cost of Operation:	\$13.52
Estimated Annual Cost of Operation	\$4,868

Lifetime Estimated Cost of Operation (10 Years): \$48,678

Prepared on: 6/6/2025



# 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

Installation	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







**Thank You  
Questions?**