

# Advertising and Promotional Dollar Figures

- \$100,000 per year spent on general promotion in the form of print media, industry trade magazine advertising, and electronic media such as email newsletters and social media management.
- \$200,000 per year spent on Industry Trade Show promotion and advertising.



**SIMPLIFIED MANAGEMENT.  
ROBUST CONTROL.  
RIGHT-SIZED. LITE COST.**

When it comes to access control, there are many choices but there is only one **lite blue**.

Vanderbilt's lite blue® 2-8 door, Web-based access control system is designed for ease of use, flexibility and expansion. With embedded intelligence, lite blue® does not require special software or a dedicated PC, thereby allowing users the flexibility to manage their system from anywhere with Internet access.

A cost-effective solution that is simple to install, user-friendly and reliable. **This is lite blue**.

Visit Vanderbilt at ISC West 2016 in Las Vegas Booth 11099

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**lite blue**  
VANDERBILT

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