

CASE STUDY: BILLBOARD COMPANY

Utility Management Services, Inc.
**Reduces Utility Expenses
for Interstate Outdoor, Inc.**

**OVER \$34,000
IN SAVINGS
DISCOVERED**



Interstate Outdoor is a family-owned and operated billboard company, with 900 billboard facings throughout North Carolina.

Interstate Outdoor is the quintessential small business. It prides itself on providing quick and personal service, while overseeing project completion from start to finish.

With other large, nationwide competitors operating throughout the same territory, it is important to Interstate Outdoor to keep costs down and be able to offer the best pricing to their clients.

Lighted billboards have unique operating characteristics. Timers control the lighting. Typically, the lights are programmed to turn on at sundown and turn off at midnight.

Billboards use electricity during off peak periods for three to seven hours, based on seasonality.

To keep costs down and ensure they



weren't overpaying for electricity, Interstate Outdoor partnered with Utility Management Services, Inc. (UMS), a utility bill auditing firm.

Although billboards do not use a sizeable amount of electricity; the total annual usage for all accounts combined is significant.

UMS' certified Business Energy Professional Analysts conducted a 12-month historical billing audit using proprietary software, RateMaster. The analysts also researched bill consolidation to help streamline the accounting process for Interstate Outdoor's staff.

By analyzing their unusual operating characteristics, UMS discovered that Interstate Outdoor was eligible for certain rate savings opportunities. UMS also identified an unnecessary power provider billing charge; which resulted in additional savings.

UMS successfully negotiated these changes with Interstate Outdoor's power providers on their behalf. Since implementation, Interstate Outdoor has saved \$34,725 and continues to save.

\$150 Million In Savings For Our Customers



Utility Management Services, Inc.
Tel: 888.867.3230 | Fax: 910.793.2946
Email: Info@UtilManagement.com

www.UtilManagement.com