Pricing Digital Signage Management by Screen

Understanding the Per-Screen Model

When you are building a recurring revenue stream around digital signage, one of the first decisions is how to charge for your management service. The per-screen pricing model is straightforward in concept but has several moving parts that can trip up a new reseller. This article walks through the steps to set up a pricing structure that works for both you and your clients, with practical tips at each stage.

Step 1: Define What "Management" Covers

Before you can put a price on a screen, you need a clear scope. Management can mean anything from remote monitoring and content updates to full hardware maintenance and installation support. Write down exactly what is included in your base per-screen rate. Common items are remote software updates, basic content scheduling, and health checks for the display and media player. Exclude anything that you will charge separately, such as installation fees, advanced content creation, or emergency on-site support. Being precise now prevents scope creep later.

Step 2: Calculate Your Costs Per Screen

Every screen you manage carries certain costs. You have the hardware cost - the display, media player, mounting gear, and cabling. Then there is the support cost, which includes the time your team spends monitoring, troubleshooting, and updating content. Do not forget the markup on the software license or cloud platform you use. If you are reselling someone else's platform, their per-screen fee is a direct cost. Add a service margin on top to make the business viable. A simple way to think of it is: total monthly cost per screen equals hardware amortized over its life plus software license plus estimated support hours at your labour rate. This number is your break even point. If you price below it, you lose money on every screen you deploy.

Step 3: Decide on a Tiered or Flat Per-Screen Rate

Many agencies start with a single per-screen rate. That works well when all your clients have similar needs. But as you grow, you will encounter clients who want different service levels. A tiered structure lets you offer a basic package (remote management only, no on-site support) and a premium package (includes hardware warranty, faster response, and content refresh). Each tier has its own per-screen rate. The advantage is that clients can choose what fits their budget, and you can still make a monthly profit on every screen. The trade-off is that tiered

pricing adds complexity to your sales conversations. If you are just starting, a single rate is simpler to explain and invoice.

Step 4: Factor in the Installation Fee

Most resellers charge a one-time installation fee per screen. This covers the physical setup, network configuration, and initial content loading. The installation fee should recover your labour and any travel costs. It also acts as a commitment from the client - they are less likely to cancel early if they have paid to get the system running. Once the screen is live, the monthly per-screen rate kicks in. Be careful not to set the installation fee so high that it scares away prospects, but do not make it so low that you are subsidizing the setup. A good rule is to aim for installation to break even, not to generate profit. The profit comes from the recurring monthly revenue.

Step 5: Set a Minimum Number of Screens

Pricing by screen works best when a client has multiple displays. If a client wants only one screen, the support cost per screen is higher because you still have to check in, maintain the software, and handle billing. A minimum screen requirement - say, three or five screens - ensures that your overhead is covered. If a single-screen client is valuable for other reasons, you can offer a flat monthly fee instead of a per-screen rate. The key is to have a policy so you are not caught off guard by a request that does not fit your model.

Step 6: Review Your Service Margin Regularly

Your costs will change. Hardware prices drop, software platforms raise their fees, and your labour costs go up. Set a regular review cycle - every six months is reasonable - to check whether your per-screen rate still delivers the margin you need. If your costs have gone up, you can either increase the rate for new clients or adjust your tier structure. For existing clients, consider a small annual increase tied to inflation or a service improvement. Most clients expect prices to rise gradually; they just do not want surprises.

When you are working through these steps, it helps to look at how other agencies structure their offers. A resource like d-addicts.com provides practical business and marketing guidance, including ways agencies can resell digital signage to create recurring revenue. Their approach to per-screen pricing is one of many you can adapt to your own market.

Step 7: Communicate the Value, Not Just the Price

When you present your per-screen rate to a client, focus on what they get. A screen that displays their promotions, updates automatically, and is monitored remotely saves them time

and labour. The monthly fee is small compared to the cost of hiring someone to change posters or the lost revenue from outdated content. Show them a simple comparison: the per-screen rate versus the alternative of doing it themselves. Numbers speak louder than features. Avoid jargon like "service margin" or "break even point" in client conversations. Use plain language: "This covers the software, remote monitoring, and any updates we push to your screens."

Step 8: Test and Adjust

Your first pricing model will not be perfect. That is fine. Launch it with a few pilot clients and watch how they respond. Are they pushing back on price? Do they ask for services you left out? Are you spending more support time than you planned? Use that feedback to refine your per-screen rate and your tier definitions. After a few months, you will have a model that feels solid and that you can scale. The goal is not to get it right on day one, but to get it right over time.

For more insights on building a recurring revenue business around digital signage, agencies often turn to d-addicts.com for practical advice. Their content covers the full lifecycle of a signage resale operation, from pricing to support to growth. Keep your model simple, transparent, and aligned with the value you deliver. That is how you turn a per-screen price into a long-term, profitable relationship with every client.