

Digital Signage Cost Breakdown Worksheet

Compare scope by component so screen-only, software-only, turnkey, and managed quotes are not mixed together.

Scope Component Breakdown

Cost Component	What to Clarify	Included?	Owner / Notes
Display hardware	Consumer TV, commercial display, touchscreen, outdoor screen, video wall panel. Confirm intended use, orientation, brightness, operating expectations, and warranty.	☐ Yes ☐ No ☐ Unsure	
Media player	External player, built-in app, system-on-chip display, playback device. Confirm software compatibility, remote management, and replacement responsibility.	☐ Yes ☐ No ☐ Unsure	
CMS software	Scheduling, playlists, remote publishing, permissions, monitoring, approvals, integrations, and reporting. Compare by capability, not price alone.	☐ Yes ☐ No ☐ Unsure	
Content creation	Menus, promotions, announcements, directories, dashboards, videos, templates, brand layouts, and accessibility considerations.	☐ Yes ☐ No ☐ Unsure	
Content updates	Who creates, approves, updates, and expires content. Confirm local vs central control and what happens when staff are unavailable.	☐ Yes ☐ No ☐ Unsure	
Mounting and installation	Wall or ceiling mount, screen height, access, cable coordination, safety conditions, working hours, and site restrictions.	☐ Yes ☐ No ☐ Unsure	
Power and network readiness	Power availability, Wi-Fi, Ethernet, device permissions, remote access, IT review, and security requirements.	☐ Yes ☐ No ☐ Unsure	
Support and monitoring	Who handles software, hardware, player, content, and network issues after launch. Confirm escalation path.	☐ Yes ☐ No ☐ Unsure	

Maintenance and replacement	Cleaning, warranty coordination, equipment age, replacement planning, service access, and operating environment.	☐ Yes ☐ No ☐ Unsure
Multi-location governance	Screen standards, templates, permissions, local exceptions, rollout tracking, support routing, and project visibility.	☐ Yes ☐ No ☐ Unsure

Buyer Guidance: Use this worksheet before comparing quotes. The goal is to identify whether each proposal covers the same scope. No fixed pricing, competitor pricing, vendor links, or guarantees are included.