

Nexstar News/Offer Program
Electrical Article #8 – Outdoor lighting

Headline

Spotlight on Home Security...Literally!

Subhead

Outdoor lighting can add beauty and drama to your home while enhancing your family's security. And now, a few thoughts to help guide your search for just the right look and type!

Text

It's wintertime, and the weather outside is...well, as they say, frightful! But picture this:

You're on your way home from work, and all you're thinking about is getting cozy. Suddenly, you spot your house from way down the street. But wait...it's completely dark outside, so from that distance, are you even sure it's the right house? Of course you are...because yours is the one with the professional and tasteful outdoor lighting design.

Okay, so maybe **outdoor lighting alone won't make you feel any better about winter, but it sure will help you sleep better at night.**

Consider, if you will, the value of **infrared motion detectors (IMDs)**. These are activated by human body heat and automatically activate outdoor lights when they sense motion...**up to 70 feet away!** And because they're specifically programmed for *human* body heat, IMDs won't be triggered by wandering nocturnal critters. For best results, **have them installed well above the ground so that each one covers the broadest possible area of your property.**

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When you're out for the evening or away on vacation, **automatic timers will help you feel more secure.** Timers automatically turn on outdoor lighting at the time you pre-set. Also, with lighting remote controls, **you can turn outdoor and indoor lights on and off, at will, at the push of a button.**

Floodlights provide the greatest amount of light and are ideal in large areas like a lawn or driveway. **Mini-spot lights** also play a positive role in home security to light up keyholes, house numbers, or other small, out-of-the-way dark spots.

Beyond the obvious security benefit of outdoor lighting, **they also can add a unique kind of beauty to your home...**the subject of a future edition of "*Around the House.*"

In the meantime, **please accept the attached \$50 coupon, with our compliments...it applies to the purchase of any outdoor lighting service or products we provide.** In the meantime, thanks for granting us a few minutes of your valuable time.

Main Coupon

Outdoor & Security Lighting

Save \$50...

...on the outdoor or security lighting products and/or service of your choice. This offer may not be combined with any other discounts or promotions.

Teaser Copy

Inside This Issue of "Around the House"...

"Halt, who goes there?" A word or two about security lighting, and how it can even enhance the beauty of your home.

Plus...

3 Coupons You Can Use Now!