



JOHNNYBOARDS LLC
indoor advertising

WHAT IS JOHNNYBOARDS?

JohnnyBoards is a proven way for advertisers in New Mexico to reach their potential customers. Different forms of indoor advertising (advertising in locker rooms and restrooms) have been around since as early as the 1950's, and in the last decade companies have really seen the true effectiveness of the medium. As indoor billboards have developed in more and more markets worldwide, its reputation has grown exponentially for having the ability to target very specific audiences and create extremely long lasting impressions at a **VERY LOW COST**.

BUT DOES IT REALLY WORK?

Think about the situation for a second. How much idle time does one have in a public restroom? Studies done on indoor advertising have proven that it can be as little as 30 seconds or as much as 4 minutes. **YOUR AUDIENCE IS TRULY CAPTIVE**. There are no radio dials or remote controls available. It's difficult to ignore or look away. The ad is full-color and can be as large as 7.75" x 10.5". There is absolutely nothing else to look at, so most people will read the ads (regardless of if they are interested in the product or not) for as long as they are there.

In addition, the same studies have proven that **92%** of the people who have viewed indoor ads have remembered the advertiser's specific name for days after viewing—with **88%** recalling at least **FOUR** selling points in the ads. That's after just one impression. If you think about people's general habits, its very likely that they'll see the same ad more than once in a month period. In fact, studies have shown that the average person dines out 12.6 times per month and most people work out at least 1-2 times per week. Not only do people really see and read the ad, but the frequency of viewing the ad compares to television or radio.

ACCORDING TO A BARBOUR & MONROE SURVEY:

84%

Recalled seeing specific advertisements in the restrooms.

92%

Were able to name specific advertisers without prompting.

88%

Recalled at least FOUR selling points in the ads surveyed.

98%

Reacted positively or neutral to seeing ads in restroom facilities.



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WON'T ADVERTISING IN A BATHROOM MAKE MY COMPANY LOOK BAD?

The aforementioned studies also asked people what they thought of the ads. Did they view them in a positive or negative light? 98% of those surveyed had a positive or neutral reaction to the ads. This leaves a mere 2% viewing indoor ads in a negative light.

WHO USES INDOOR ADVERTISING?

Companies that readily take advantage of the many benefits of indoor ads are, **MILLER BREWING, SOUTHWEST AIRLINES, AT&T, SONY, FORD MOTOR COMPANY, MITSUBISHI, VOLKSWAGEN, HOLIDAY INN, SUZUKI, TACO BELL** and many other well-known national and international companies.

I USE NEWSPAPER AND RADIO AND THEY SEEM TO WORK FINE.

For many companies, it is very advisable to use television, newspaper, billboards, radio and many other great forms of media. In fact, using only one form of media is never really recommended by advertising agencies or other experts in the industry. Indoor advertising is just another medium in which to market your product of service. The bonus with JohnnyBoards, is that you know they're reading your ad a lot longer and more attentively than radio or television ads. Why? Because they are a *truly captive audience*. In other forms of media, ads are a distraction. With newspapers, people are reading stories; with television, they're watching shows; with billboards, they're driving. With JohnnyBoards, **They're reading the advertisement.** There are simply no distractions.

They may see your ad in the newspaper and they may or may not remember the name or offer. With JohnnyBoards they'll spend at least a half a minute doing nothing else except **learning about your company, your product and your message.** Furthermore, you know who your customer is. With JohnnyBoards, you have nearly 100% precision in targeting them. Gender, age or lifestyle, JohnnyBoards conducts surveys with all of our hosts. We know exactly who dines and works out where and exactly how many times a month they do it. With that information—and a killer ad—you're sure to get your message across to exactly the people you want seeing it.

With newspapers
people are busy reading
stories; with television,
they're busy watching
shows; with billboards,
they're busy driving.

With Johnnyboards,
they're reading the
advertisement. There
are simply no
distractions.



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What Advertisers are saying about JohnnyBoards Indoor Advertising

"JohnnyBoards in partnering with the Ad Council and the Federal Voting Assistance Program helped raise voting rates among 18-24 year olds to an estimated 52%"

**-Sean Quigley, Ad Council Manager of Media Operations
The Ad Council
(212)984-1927**

"The chamber reached record numbers of members when we added the JohnnyBoards to our media mix."

**Jeffrey Candelaria, VP of Marketing
Albuquerque Hispano Chamber
(505)842-9003**

"The response has been fantastic. Thank you for the great job helping us identify the best locations that suite my demographic. We have had such a great response, we added more JohnnyBoards because of the great value and received exclusive rights for our category."

**- Art Archuleta, General Manager
Newman Lasik Specialist
(505)899-3937**

"We printed survey cards to track our advertising and in doing so, we found that a large percentage filled in they saw our ads on the JohnnyBoards and even indicated which location they saw it. I'll be suggesting to our clients that they continue to use JohnnyBoards."

**Mark D, Hellyer, Media Buyer
-Hellyer and Associates
(505) 681-8070**

"JohnnyBoards has been an excellent way of expanding our marketing. It has generated business for us and we will continue to advertise with JohnnyBoards in the future."

**-Robert Hayes, Marketing Director
We The People
(505) 889-8900**



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What The Press is saying about JohnnyBoards Indoor Advertising

"This is the only place in the world people will stand in line to read advertising."

-The Boston Globe

"Talk about your captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads – thoroughly. Restroom advertising is naturally, an efficient medium for targeting strictly male or female audiences."

-ADWEEK

"If you went to the restroom three times, you'd read it again and again. Not only can indoor billboards reach a very discerning customer, but they've got that customer's undivided attention."

-INC.

"People are looking for something new that's targeted and attention-grabbing. This is the way to do it."

-The Wall Street Journal

"In this first measurement of restroom advertising, interestingly, more people claim to have been exposed to restroom advertising than radio."

-Strategy Magazine (Canada)

"... the ads reach the audience most conveyed by advertisers: 21-35-year-olds who like to go out and spend money. Restroom ads allow companies to target a gender with 100% accuracy."

-Fortune Magazine

"Now Madison Avenue has invaded the restroom. It's surprising nobody has thought of this before."

-Newsweek



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MARKETERS CHASE CONSUMERS INTO THE BATHROOM

September 13, 2004 By Lisa Sanders Edited for content.

NEW YORK (AdAge.com) -- Once almost universally respected as rare islands of personal privacy, public bathrooms have now become a major target of mainstream marketers and their advertising media buyers.

In the old days, the only "commercial" text normally found in toilet stalls and on urinal walls were those placed by anti-social cranks and hookers of various sexual orientations. Often using ballpoint pens as chisels, they scrawled phone numbers and crude taglines like "For a good time in Dallas, call..."

The venue offers an audience that is captive to its biological needs, said David Turner, president of the Indoor Billboard Advertising Association, founded in 1998. "In a restaurant, 75% of the patrons use the restrooms. In a bar or a nightclub, the average patron uses a restroom almost three times per stay."

Though relatively small in size -- the Indoor Billboard Advertising Association estimates its North American revenues will reach \$50 million this year, compared with the \$5.5 billion spent on outdoor advertising -- advertising in restrooms in bars, restaurants, airports and shopping centers is on the rise, up 14% from 2003, which rose 12% over the year before. The group's members are 30 independent companies that sell space on "boards" in 200 markets in the U.S. and Canada. Marketers with the greatest increase year to date are women's apparel (48%). Marketers also like restrooms for cost and the ability to target consumers.

But in recent years, marketers like Sony Music, Unilever and Nintendo along with major liquor companies and TV networks have been systematically elbowing aside the hookers and cranks to get their own commercial messages in front of a demographic with its pants lowered and its zipper undone.

Deodorant brands, recording artists, video games and automakers are routinely buying space on the doors of toilet stalls or urinal walls. Meanwhile, other assorted "guerrilla" media vendors offer condom packaging and urinal mats as relatively inexpensive messaging surfaces.

Aimed at 18- to 25-year-old men, Axe is a brand that "is about helping a guy attract women," said David Rubin, senior brand development manager. "It is a social brand in that respect, and there's no place like a bar for guys to meet women." Axe's creative features "Pit Man," a visual oddity created by Bartle Bogle Hegarty in New York. The creature is composed of a hairy armpit and a foot. "In a bar, he's much closer to our brand promise," Mr. Rubin said. "He's thinking about meeting someone, he's in the right mindset."

The right demographics

When Sony Music launched country singer Gretchen Wilson this May, the company's media plan included restroom advertisements in clubs and sports venues including the Nashville Speedway and Gaylord Entertainment Center. "The arena holds 50,000 people, watching football, drinking Cokes and beers all day. They'll go to the bathroom possibly three times a day," said Margie Hunt, senior director of marketing for Sony Music Nashville. "We knew Gretchen's music would appeal to lots of people who go to the speedway. It is just a matter of getting the most impressions. We look for the right demographics."



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JohnnyBoards Demographic Information

- **80%+ of impressions in the 18-54 age group**
- **Household income: \$45,000+**
- **Even split on gender, 50% male and female**
- **55% Male and 45% Female Impressions by gender for entire network**
- **Average restroom visits for restaurant, pubs & concert venues: 2.3**
Average visits per health club member: 3 times weekly
- **Length of time in front of your advertising:**
30 seconds to 4 minutes: average impression 2 1/2 minutes
The cost is about a penny per 2 1/2 minute impression!!

Demographics information based on information gathered from IBAA (Indoor Billboard Advertising Association)

“Talk about your captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads – thoroughly. Restroom advertising is naturally, an efficient medium for targeting strictly male or female audiences.”

–ADWEEK

“If you went to the restroom three times, you’d read it again and again. Not only can indoor billboards reach a very discerning customer, but they’ve got that customer’s undivided attention.”

–INC.



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JohnnyBoards Specification Sheet

All JohnnyBoards should be created at 100% of actual size.

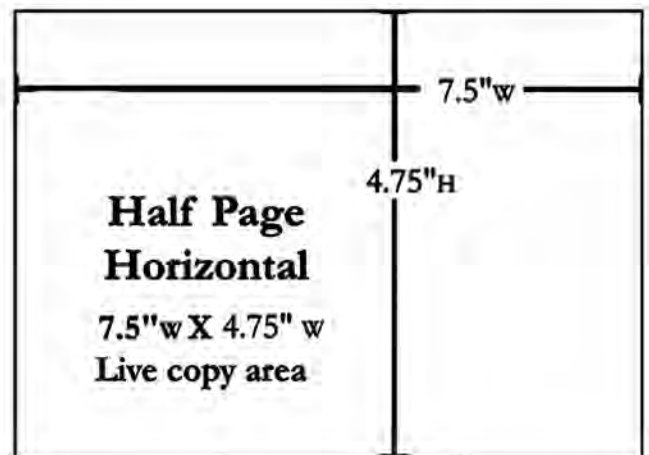
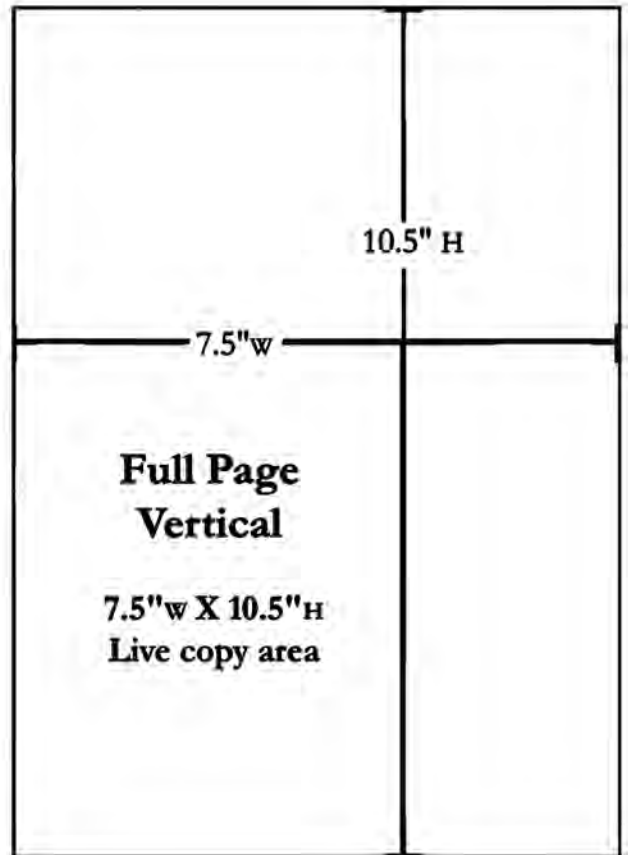
There are two JohnnyBoard sizes

- Full Page: 7.5" x 10.5"
- Half Page: 7.5" x 4.75"

All Artwork Should Be:

- Created at 100%
- Have a resolution of no less than 300 DPI
- Save in CMYK color format
- Be delivered no less than (10 days) prior to posting date

It is preferable that all artwork be saved in JPEG, TIFF or PDF high-resolution format and include a color proof.





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P R E S S R E L E A S E

Albuquerque Hispano Chamber of Commerce Announces Small Business Person(s) of the Year!

And the Winner is - Ruben Garcia of JohnnyBoards LLC

The Albuquerque Hispano Chamber of Commerce (AHCC) recently announced the 2007 Small Business Person(s) of the year. This year in the business category of \$5,000,000 and below the winner is Ruben Garcia, owner and president of JohnnyBoards LLC. As New Mexico's premier indoor advertising media choice, JohnnyBoards LLC was able to track increased growth of 36% in 2006 over 2005. As members of AHCC since 2000, Ruben Garcia and his business partner, Randy Corcoran have promoted a unique and cost effective advertising medium to local, regional and national businesses. JohnnyBoards also works closely with federal, state and local government agencies and departments to give highly-visible messaging alternatives that provide important and useful information to their audiences.

Ruben started JohnnyBoards LLC in 2000 with the vision to help his community and build relationships with his clients that would help benefit all those involved. JohnnyBoards holds true to their mission statement of - "JohnnyBoards commits to meet our customer requirements and continuously improve our business in an effort to provide value to our customers so they will profit from our relationship." This is also seen by the involvement JohnnyBoards has placed in giving back to the community and makes it a priority to serve non-profit organizations. JohnnyBoards LLC works with organizations such as, The National Hispanic Cultural Foundation, Cuidando Los Niños, Big Brothers Big Sisters, UNM Diabetes Research and Treatment Center and many more.

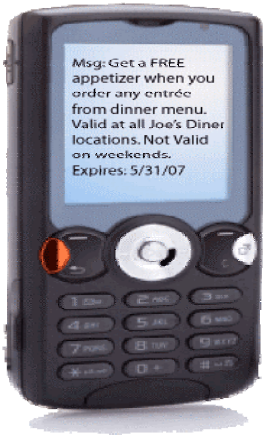
JohnnyBoards is also dedicated to improving the quality of service it can offer to its clients. The company works with the Sandia National Laboratories' Mentor Protégé Program, a two year program that helps businesses set goals, prepare development reports and attend four events a year to strengthen business practices. Finding new ways to build upon relationships is always a priority for JohnnyBoards LLC.

"We are very proud and appreciative of this award. The chamber has always been a very valuable partner of JohnnyBoards and has contributed greatly to it's success," said Ruben. "I look forward to a continued partnership with the AHCC and our continuing efforts to help market small businesses," added Garcia.

JohnnyBoards is a very active member of the AHCC and provides discounts to fellow members and offers testimonials to those interested in joining the chamber. "Ruben is an extremely valuable member of our chamber and we appreciate all he does," said Jeffrey Candelaria, Vice President of membership at AHCC. The chamber appreciates Ruben's loyalty and dedication to the organization and congratulates him on his achievements and wishes him continued success.



*Ruben Garcia and Randy Corcoran
of JohnnyBoards LLC*



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JB Text Messaging & Sponsorship Opportunities

SMS is proving to be an effective new tool in marketing communications, used either on its own, or integrated interactively with television, print, indoor billboards and poster advertising. SMS (Short Message Service) text messages have continued explosive growth.

- **200+ million cell phones in USA. Small screen will be the largest screen for marketing.**
- **33.32% of US mobile users sent or received text messages (5 billion SMS/ month). Small Screens are everywhere!**

Mobile Text-2 Services:

- **Text-2-coupon:** where customer texts your code to the advertised SMS number to receive coupons on their cell phone. Great feature to add to track current advertising.
- **Text-2-Win:** where customer sends sweepstakes code to the advertised SMS number to enter sweepstakes.

Text-2 Pricing

- **\$35 per keyword:** Onetime fee
- **Unlimited text ! (clients see text and get 1 time response)**
- **1 Message change per week**
- **\$39 monthly service fee (3 month minimum)**
- **Try it now! Text "johnny" to 505-903-1234.**

Mobile Alerts :

- **Mobile Alert:** where consumers subscribe and are alerted via text message. Great for restaurants, Sports bars and Tourism.
- **Mobile Sponsorship:** where an opt - in service can alert your target market list with reminders or event information. A second text will be sent with a special sponsorship offer that can raise awareness or deliver strategic alliance partner. Great for Tourism, Schools, Casinos, Public Service, any Small Business.

Alerts or Sponsorship Pricing

- **\$55 set up fee per keyword:** Onetime fee.
- **Unlimited text !**
- **Includes 4 blast per month.**
- **\$49 Monthly service fee (3 month minimum)**
- **Try it now! Text "Sponsor" to 505-903-1234**



Check for monthly updates at www.JohnnyBoards.com
Key High Traffic locations

Albuquerque

Health & Fitness Training

Albuquerque Kickboxing & Martial Arts
Anytime Fitness
- Westgate - NE Heights
APD Cadet Training Center
Gold's Gym
Jackson's MMA
LA Boxing Gym
Liberty Gym
Open Gym
The Sports Clubs of New Mexico
- Downtown. - 4th St. - NE Hieghts (Eubank)
Shockwave Defense
Snap Fitness
Academy-McMahon-98 street
SouthWest Sports Institute
Stone Age Climbing Gym
Upward Motion Personal Training Cntr
Xpac Training

Bernalillo County Community Centers

Vista Grande - Los Padillas
Ray Sanchez - Paradise Hills
Mountain View - WestSide - Los Vecinos

Cultural Resources

Journal Pavilion (A Live Nation Venue)
National Hispanic Cultural Center
Santa Ana Star Center

Restaurants -Sports Pubs-Coffee Shops

Brickyard Pizza
Bumble Bee Baja Grill
Buffalo Wild Wings
- NE Heights - Westside
Casa De Fiesta (Old Town)
Coaches
Coronado Cantina (Bernalillo)
Doc and Eddy's Bar and Grill
Elliot's Sports Bar
Fuddruckers Locations
- Airport/ I -25 / Coronado Mall
Balloon Fiesta Golf Center
Hacienda Restaurants
Hooters
-San Mateo - West Side
Kelly's Brew Pub
Louie's Pub
Lucky's Lounge
Lotus Night Club
Olive Bar
Old Town Pizza
Pita Pit
Sidelines Sports Bar
Sneakerz Sports Bar
Thai Crystal
The Library Bar & Grill
Tucanos
Uptown Sports Bar
Satellite Coffee
Alameda/Montgomery/ Uptown
Nob Hill/ Harvard/University
Flying Star Café
Downtown/Bernillio



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Check our website www.JohnnyBoards.com
for monthly updates and additional locations.

Key High Traffic locations

Las Vegas

Luna Community College
Kocina De Rafaels
Charlies Spic & Span

Los Alamos

Los Alamos Fitness
Los Alamos Best Western
Trinity Beverage Company
Los Alamos Research Park

Valencia County

Elite Muscle (Belen)
Sopas (Bosque Farms)
Harla Mays (Belen)
Hacienda Home Center(Bosque Farms)
Pinnacle Gym (Las Lunas)

Santa Fe

Bumble Bee Baja Grill
Downtown / South Side
Cowgirls BBQ
Santa Fe Chmaber
Garrett's Desert Inn
Genoveva Chavez Community Center
Sage Inn
Santa Fe Outlets
Santa Fe Bar & Grill
San Francisco Bar & Grill
Santa Fe Brewing Co
The Pantry
The Flying Tortilla
Marty Sanchez Link (Golf Course)
Keva Juice

Rio Rancho

Anytime Fitness
The Sports Clubs of New Mexico
Hacienda Restaurants
Dahlia's Mexican Cuisine



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Check for monthly updates at www.JohnnyBoards.com
Key High Traffic locations

Albuquerque

Schools & Teen Markets

Milne Stadium
Wilson Stadium
Highland High School
Horizon Academy West
Peppermint Daycare
Baila Baila

Spanish Language

El Mesquite SW
- 98th street/San Pedro
Lindo Mexi
Club Cananas
Taqueria Mexico

Hair Salons -Barbershops

Conrad's Barbershop
Lorenzo's
Inspire Salon
Sanctuary
Pin it Up Salon
Art de la Mano
Albuquerque Barber College

Apartment Properties

Presidio
Eagle Point
Ladera Vista
La Ventana

Other Retail / Business

ABQ Indoor Karting
Albuquerque Barber College
Alvarado Bus Transit Center
ASAP Glass & Detailing - Eubank
ASAP Glass & Detailing - Aztec
Caring Paws Pet Boarding
Golfernoggin
Hispano Chamber of Commerce
Mas Y Mas
Maintenance & More Auto Repair
Monte's Pueblo Pipe Shop
MCM Elegante
MVD Specialist -
- Edith / Eubank/ San Mateo
- Coors / Rio Bravo / 98th Street
PakMail Shipping
RT 66 Dry Cleaners
Sign & Image Factory
Oldtown Pawn Shop
Voodoo Scooter
Unions Square Office Building
Whiting Cleaners
San Pedro / Montgomery / Trammway



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**Please Patronize our
Exclusive Partners**



505-899-EYES(3937)

www.newmanlasikabq.com

6 years exclusive



505-842-5902

www.abqwomenshealth.com

5 years exclusive



505-348-6723

www.familylawfirm.com

4 years exclusive

Exclusive Partners coming soon !

**Solar Energy - Pharmacy -
Auto Dealer- HVAC-
Health Care- Funeral
Services – Auto Supplies -
Dermatology – Emergency
Care – Consumer
Electronics**

JohnnyBoards Exclusive Advertising Opportunity

Build brand awareness and customer traffic by participating in JohnnyBoards indoor advertising partnership. Thank you for taking the time to consider adding JohnnyBoards to your media mix. This medium is targeted, attention grabbing and unique in its ability to deliver a truly captive audience. The bonus with JohnnyBoards is knowing your audience will spend at least 2 ½ minutes doing nothing but reading about your company and its services.

Exclusive Rights Advertising Program Benefits

- First refusal on any additional locations we add during the contract period.
- Category exclusivity: Exclusivity will prohibit your direct competitors from using our media period.
- Post your advertisement on the JohnnyBoards website.
- Post your logo on every JohnnyBoard webpage in exclusive partners section.
- Opportunity to change the advertisement quarterly at no extra cost for the year
- Use of JohnnyBoards text messaging service. 1 keyword text “Johnny” to 505-903-1234
- Listed on all of our proposals like this one.

Exclusive Rights Advertising Program Pricing

- Half page ad with 50 % showing on 150 JohnnyBoards annual agreement : \$1,500 per month (\$1,875) value)
- **Half page ad with 50% showing on 250 JohnnyBoards annual agreement: \$2,950 per month (\$3750 value)**
- Full page ad with 50% showing on 150 JohnnyBoards annual agreement: \$3,400 per month (\$3,600 value)



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**Please Patronize our
Exclusive Partners**



505-899-EYES(3937)
www.newmanlasikabq.com
6 years exclusive



505-842-5902
www.abqwomenshealth.com
5 years exclusive



505-348-6723
www.familylawfirm.com
4 years exclusive

Exclusive Partners coming soon !

**Solar Energy - Pharmacy -
Auto Dealer- HVAC-
Health Care-Funeral
Services – Auto Supplies -
Dermatology – Emergency
Care – Consumer
Electronics**

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Small Biz Exclusive Rights Advertising Program Benefits

- First refusal on any additional locations we add during the contract period.
- Category exclusivity: Exclusivity will prohibit your direct competitors from using our media at chosen locations only.
- Post your advertisement on the JohnnyBoards website with web link exchange.
- Opportunity to change the advertisement quarterly at no extra cost for the year.
- Use of JohnnyBoards text messaging service. 1 keyword Text “Johnny” to 505-903-1234

Small Biz Exclusive Rights Advertising Pricing

- Half page ad with 50 % showing on 35 JohnnyBoards annual agreement : \$395 per month (\$475) value)
- **Half page ad with 50% showing on 65 JohnnyBoards annual agreement: \$695 per month (\$812 value)**
- Half page ad with 50% showing on 100 JohnnyBoards annual agreement: \$1,000 per month (\$1,250 value)