



JOHNNYBOARDS LLC
indoor advertising



JohnnyBoards Indoor Advertising and Signage Capability Statement

JohnnyBoards is a preferred media when trying to reach a targeted demographic by gender, age or ethnicity. Our media has provided affordable high quality advertising and signage for local, state, or federal (PSA) public service announcements, event marketing, safety awareness, and continuous improvement process tracking for 14 years. Our media will reach your target audience for 2.5 minutes on average. Other print media is seen for less than 10 seconds.

JohnnyBoards, LLC is a minority owned small disadvantage business and New Mexico DBE (DOT) based in Albuquerque NM.

Our product and service core competencies include the following.

Naics Codes:

423220: Picture frames	442299: Picture frames custom
541430: Graphic Design	541810: Ad Agency/Other services
541830: Media Buying	541840: Media Rep
541850: Display ads/Indoor	541850: Display ads/ Transit

Services

- **Placed based indoor advertising:** Placed based advertising in locker rooms, restroom, elevators, above water fountains, airport shuttles and open areas to capture your target market with their undivided attention.
- **Work place signage to enhance HR awareness issues:** HR, health, safety, security, employee incentives and many other “In-house” awareness issues to improve workplace quality and productivity.
- **Text messaging solutions to enhance campaign:** Complement any print/ digital media with text messaging. Send opt-in reminders about additional info including appointments, websites, contacts, classes or PSA info. (Text **Johnny** to 505.903.1234 for more information)

Key Information

Duns#: 021559740

Partnerships / Certifications Registrations

Hispano Chamber
Santa Fe Chamber
City of Albuquerque
The Ad Council
State NMDOT- DBE
Indoor Billboard Association
Sandia Labs
- 2yr ISO 9000 Training
NM Behavior Health Div.
- Assessment Training

Key Clients

Federal Law Enforcement
-Training center (DHS)
New Mexico Dept. of Health
City of Albuquerque
FAA
NMDOT
NMD of Game & Fish
Bernalillo County
New Mexico Job Corps
Transcore

POC

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www.JohnnyBoards.com



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Key New Mexico Vendors

- **Bright Ideas Promotional Ideas (Women Owned):** Produces the labels for the JohnnyBoards. Lezlieannk@brightideasstore.com web: brightideasstore.com
- **Sisneros Bros Mfg. (Minority Owned):** Produce the specialized metal framing pieces for the decorative metal JohnnyBoards. sales@sisnerosbros.com web: sisnerosbros.com
- **Affirmative Solutions (Veteran Owned):** Produce the decorative look and feel to our metal JohnnyBoards. sales@affirmative-solutions.com web: disc-it.com
- **11online.us web applications(Small Business):** Built the JohnnyBoards website/ custom database / custom text messaging application. Info@11online.us web: 11online.us
- **Eatonmediallc (Women Owned) Social Media Services:** Manages all social media including Facebook, twitter, LinkedIn and Instagram and keywords. info@eatonmediallc.com web: eatonmediallc.com

JohnnyBoards Public and Community Service Responsibilities

President IBAA - Indoor Billboard Advertising Association

President Albuquerque Job Corps - Career Technical Advisory Council

Commissioner- City of Albuquerque Commission on Economic Indicators

Committee Member - Hispano Chamber of Commerce- Health and Wellness Committee

Committee Member – Opiate Prevention Implementation Team

Opioid Middle School Prevention group



Ruben Garcia started his career in the government services sector as a graduate of DeVry. He held a Government Q Clearance to provide Computer hardware/ software support to New Mexico federal facilities. New to the advertising business in 2000, he quickly realized that having a partner with OOH experience was important to the growth of JohnnyBoards. His career in advertising and marketing for the past 14 yrs. has been focused on continual learning. Business processes continue to evolve and learning new ideas have helped JohnnyBoards improve its business model, productively, profitability and most importantly long term business relationships. This focus on processes and measurement has allowed Ruben to serve JohnnyBoards clients in an efficient and effective manner. He recently completed 360 hours in a full day class environment with hands-on, real-time coding, learning, and being part of web development team at Deep Dive coders, a programming school focused on agile, test-driven development.