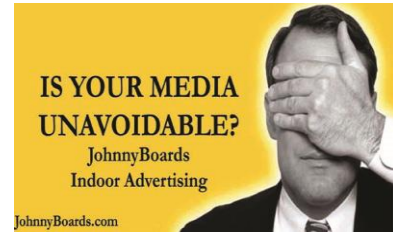




JOHNNYBOARDS LLC
indoor advertising



JohnnyBoards Indoor Advertising and Signage Capability Statement

JohnnyBoards, LLC is a small minority owned **DBE (Disadvantage Business Enterprise)** certified by **Department of Transportation** based in Albuquerque NM.

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, workplace awareness for over 16 years. Our media has an uninterrupted dwell time of 2.5 minutes on average. Other print media typically has a dwell of less than 10 seconds.

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
CRS# 02-440936-007
NMGSD Vendor #
0000070772

Naics Codes:

Primary 541850: Display ads/Indoor

541850: Display ads/ Transit
492210 (Local Delivery and posting of Employee / contractor awareness campaigns)

541810: Ad Agency/Other services

442299 (Custom

Frames for employee / contractor awareness campaigns)

NIGP codes:

Primary- 915-00

(Communications and media related services)

915-04 (Signs: Billboards, Advertisement)

Key Clients

DHS -FLETC, FAA,
NMDOH, Game & Fish,
CABQ, Santa Fe County,
Bernalillo County, Sandia Labs,
Transcore

POC

Ruben Garcia

Office# 505-254-1147

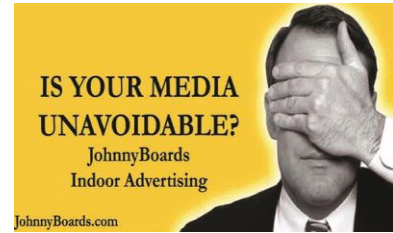
Cell # 505-363-4106

Ruben@JohnnyBoards.com

www.JohnnyBoards.com



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Key New Mexico Vendors

- **11online.us** web applications (Small Business), **Affirmative Solutions** (Veteran Owned), **Bright Ideas** (Women Owned), **Eatonmediallc** (Women Owned), **Focal Shift Marketing** (Veteran Owned), **Monsoon Design**, **Sisneros Bros Mfg.** (Minority Owned)

SAMHSA Prevention Training

- Prevention sustainabilities: Planning for success
- Prevention sustainabilities: Understanding basics
- Introduction to SAMHSA's Strategic Prevention Framework
- Introduction to Substance Abuse Prevention
- Kamama Certificate: Evidence-based Substance Abuse Prevention

JohnnyBoards Public and Community Service Responsibilities

Council Member - Bernalillo County Community Health Council

Team Member – Opiate Prevention Implementation Team

Associate Member - New Mexico Brewers Guild

Member - NMACI-New Mexico Association of Commerce

Member - New Mexico Hospitality Association

Past President IBAA - Indoor Billboard Advertising Association

Past President Albuquerque Job Corps - Career Technical Advisory Council

Former Commissioner- - City of Albuquerque Commission on Economic Indicators

Commissioner Member - Hispano Chamber of Commerce- Health and Wellness Commission



Ruben Garcia started his career as a Q cleared vendor to support New Mexico federal facilities. His career in advertising and marketing for the past 20 yrs. has focused on improving processes that allow Ruben to serve JohnnyBoards clients in an efficient and effective manner. He has completed Sandia Labs ISO 9000 training, Deep Dive coding boot camp and has 4 SAMHSA (Substance Abuse Mental Health Service Administration) certifications.



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Executive Summary of Additional Initiatives

- **Non-Profit Collaboration:** JohnnyBoards collaboration with local nonprofits or County departments charged with prevention and treatment allows for rapid growth in smaller markets by providing our indoor media model as a revenue stream. This creates an economic boost to the local economy as most of the proceeds stay in the local county. We are currently piloting this with Rio Arriba County.
- **CABQ partnership:** CABQ Better Health Wellness Department installed JohnnyBoards to address employee smoking concern and other behavioral health issues. Tobacco use is estimated to cost the city \$5000 per year per employee on lost production and medical expense. JohnnyBoards is contracted to maintain the network for the city.
- **Highlands University Campus:** We placed JohnnyBoards in and around the campus to raise rape and consent awareness for students in an effort to improve campus behavior safety and retention of female students.
- **Opioid Middle School Pilot:** In collaboration with Bernalillo County's Office of Health and Social Services and UNM School Based Health Center Program, JohnnyBoards is working with Van Buren middle schools and Highland high school to review all media that middle school students consume, help create an in school suspension program that require drug, alcohol and behavior health training and survey's to better serve this underserved population in regards to smart decision making. 100% of the profit from PSA advertising is donated to and UNM School Based Health Center Program and/ or DECA program.
- **Santa Fe County:** Task JohnnyBoards to add Spanish speaking locations to our network for DWI awareness. Find locations that serve alcohol and place digital displays that remind drivers to find a safe alternate ride home.
- **Additional High Risk JohnnyBoards locations:** JohnnyBoards continues to add more establishments that serve alcohol as well as locations in high risk and underserved population areas in an effort to target those who need PSA's messages the most. Research proves that prevention dollars go much further than the cost of ongoing treatment.
- **US Attorney Office and NM National Guard:** We are lending our designs expertise to design the logo for YADA (Youth Against Drug Abuse). A youth driven coalition for drug abuse awareness. Assist NM Attorney General and non-profit LifeLink with human trafficking awareness.
- **Sandia National Laboratory:** Assist Laboratory with regulatory compliance by placing JohnnyBoards in areas to improve waste removal compliance.