



JOHNNYBOARDS LLC
indoor advertising

JohnnyBoards Host Spec Sheet

JohnnyBoards Demographics

- 80% + of impressions in the 18-54 age group with a household income of \$45,000+.
- Even split on gender 50% male and female.
- Average restroom visits for restaurants, pubs & concert venues: 2.3 minutes. 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.

ROI (Return on Investment) & CPI (Cost per Impression)

- @ \$10 per month, your ad cost is 33 cents per day.
- When 10 people see it per day, your CPI is 3.3 cents to reach your target demographic for an average of 2 minutes of exclusive and unavoidable attention to your ad.

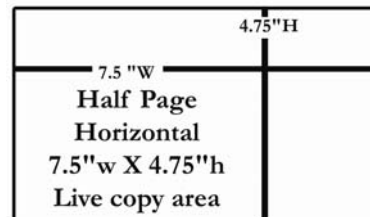
When 15 people see each ad in a day, your CPI is 2.2 cents per impression!

JohnnyBoards Ad Specifications :
Half Page: 7.5" x 4.75"

JohnnyBoards Impressions

Our Indoor advertising model based on the quality of the impression many visitors will see the ads more than once per visit for 30 seconds to 4 minutes with no interruption. The value with JohnnyBoards advertising is its target ability and minimal waste. We are reaching your target market of people who are thinking of providing alcohol to the underage demographic.

- A concert venue with 4 events per month which holds 7000 people going to the bathroom twice per visit has as many 14,000 impressions per event.
- A full service restaurant like the will have 1000 people per day or 2000 impressions per day
- A full service barbershop will have 160 people per day in their open area or 320 per day impressions per day
- A small full service health club will average about 200 per day 400 impressions per day



All Artwork Should Be:

- Created at 100%
- Save at 300 DPI
- Save in CMYK mode
- Upload in Jpeg or PDF

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*Demographics from IBAA (Indoor Billboard Association)/ UNM Anderson School of Management