

Barelas Economic Opportunity Center (BEOC) & JohnnyBoards, LLC

Questions To Ask About The Media You Are Considering

- What is the demographic of your media? _____
- Where would I find a referral list of clients? _____
 - You should check advertisers on your own, not the list you are given. Don't judge a media on an unsatisfied client. Make a least 3 calls to insure your didn't find a "mad at the world" person.
- **You should ask the referral:**
 - How long have you been advertising with this medium? _____
 - What else are you doing for advertising that works? _____

 - What have you tried that doesn't work for your type of business? _____
 - Anything else you think I should know? _____
 - Do you have a referral partner in my business? Can we meet and possibly refer each other?
 - May I ask what you paid and for how long did your ad run? _____
- What was the best ad you seen work on your media and why?

- What was the worst and why?

- No one media works alone, what other media works well with yours and why? _____
- How long are your contracts? _____
- Can I pay monthly? _____
- What is the typical buy my competitors make monthly when buying your media (\$500 , \$5000) ? _____
- Are there any discounts for volume / prepayment?
- What if I'm not satisfied after 6 months, can I cancel my contract? Penalties? Can they be waived?
- Is your media Tax Deductable?
- I never sign contracts on the first day, what's the deadline for the next cycle?
- I will have my accountant and attorney review the contract, Is that okay with you?

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Questions To Expect When Buying Media :

- How long have you been in business? _____
- Do you have an advertising budget as part of your business or marketing plan?
- How do you determine that number? _____
- Do you have special offers? _____
- What are you currently doing as part of your media mix: referrals, promotional products, radio, outdoor or indoor billboards, etc...? _____
- Is there anyone else we need to meet for you to make a decision on buying media? _____
- Any advertising is only meant to bring awareness. If someone has a need for your product, advertising will remind them that you care enough to try and reach them. Does that make sense? The question is how compelling can you make your ad that someone will remember it after they have heard and seen it a few times.
- Do you need / have help to create/ match the look & feel of your brand for your ad? _____
- How are you different from your competition? _____
- What's your customer demographic? Who are you trying to reach? _____
- What are your goals and expectations for your advertising for the next 12 months?
- I realize this is an expense you need to think about. How long do you need to think about this before making a sound decision? _____



JOHNNYBOARDS LLC

THE NUMBERS



89% surveyed "agree" or "strongly agree" that indoor advertising is a good way for messages to be seen.

3 OUT OF 4 respondents thought about changing behavior after viewing a Johnny Boards ad.



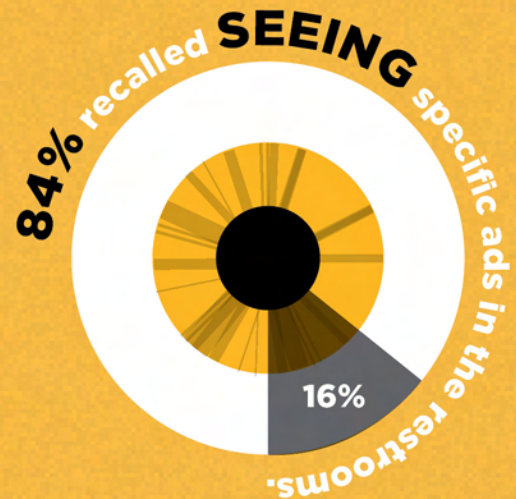
AVERAGE AUDIENCE CAPTIVATION

2:30 JohnnyBoards Ad

22x

:07

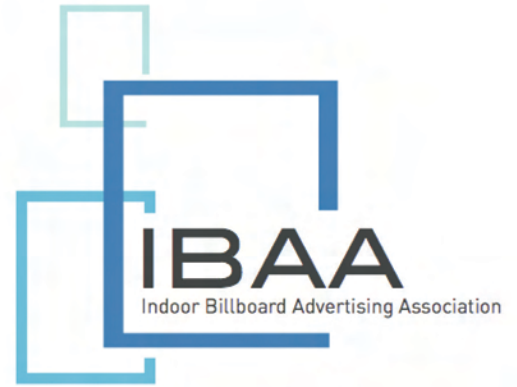
Other Print Ads



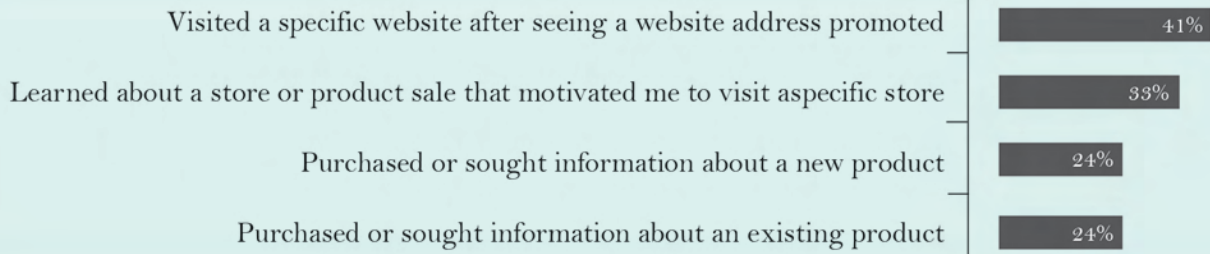
JOHNNYBOARDS ARE TOUGH TO **IGNORE.**

INDOOR ADVERTISING:

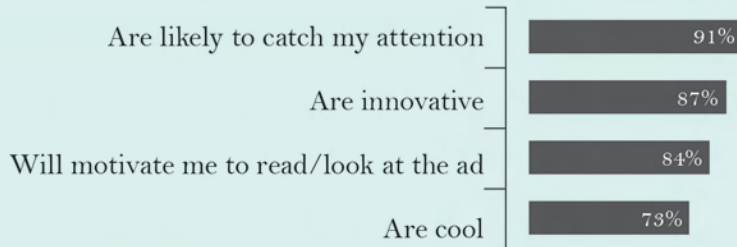
The Media to Reach and Influence
Young Urban Adults!



Actions taken in the past 3 months after seeing an indoor advertisement (Base: 18-34 years old living in major urban areas)

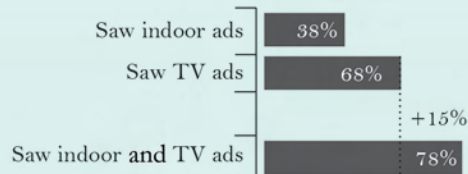


Indoor advertising catches attention



Prompted Recall

(Base: males 18-34 years old in indoor advertising establishments)



Advertising Seen

Will Definitely/Probably Try the Brand

