

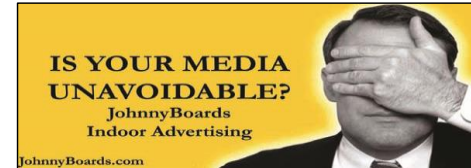


**About Do Media: Independent Out of Home Experts**

DO Media Glossary:

<b>Dwell Time: 30 sec - 4 minutes</b>	<b>The accepted unit of measure of uninterrupted time spent in the same position or area in front of any media.</b>
<b>Indoor Advertising</b>	<b>Advertising displays located in restrooms, retail locations, restaurants, and other high traffic indoor areas. Indoor Advertising has the longest dwell time for uninterrupted time spent than any print media.</b>
<b>JohnnyBoards Guarantee</b>	<b>Johnnyboards pricing is based on reaching 10 people per washroom or open area per day. From the data below JohnnyBoards far exceeds those numbers. On average, a person visits the washroom 7 times in a 24hr. period.</b>
ad spaces 35	35 ad x 10 impressions per day x 90 days = 31,500 Qtr.
ad spaces 65	65 ad x 10 impressions per day x 90 days = 58,500 Qtr.
ad spaces 100	100 ad x 10 impressions per day x 90 days = 90,000 Qtr.

Build brand awareness with **evidence based media** using JohnnyBoards for Public Service Advertisements (PSAs). The great thing about this media is that it's an effective and affordable way to get in front of your target audience for an average of two and a half minutes. The **Unfair Advantage** we offer is "No other media can be placed where it is **truly unavoidable**". In most cases, people will see your message over and over throughout their visit to a JohnnyBoards venue. Because we are in washrooms, you can target by gender, age, geography, lifestyle, etc.



Indoor Category 1 location	Days of Operation by Qtr.	Traffic by Qtr.	Data Source
Restaurants / Pubs	90 days	28,530	1* 3rd party cloud based service
Barbershops / Salons	66 days	2,970	2* Aggregate
Health / Fitness Clubs	90 days	18,000	3* Aggregate
Golf Courses	90 days	22,320	4* Aggregate
Community Centers	66 days	24,882	5* Bernco County staff
Dental locations	66 days	6,400	6* Aggregate
Spanish speaking locations	90 days	9,000	7* Aggregate
Schools	66 days	112,200	8* APS/ Highland Staff
State Fair Grounds/Flea market	36 days	84,000	9* State Fair Staff
Retail / various	78 days	8,346	10* Aggregate
MVD locations	78 days	5,460	11* Aggregate
MDC (Metro Detention Center)	66 days	3,696	12* MDC Data
		<b>325,804</b>	

1\* Ubidots.com cloud counter over a 3 month period counted 317 washroom visits and 20 staff per day at a local Restaurant/Pub  
 2\* Aggregate of 3 JohnnyBoard barbershops and salons with 40 clients per day and 4 stylist or barbers. Dwell time is much higher. Average Dwell time in the waiting areas is 10 -15 minutes.  
 3\* Aggregate of 3 JohnnyBoard health clubs of similar size with 600 members and 6 staff per day where 33% (200) will use the locker rooms per day and 85% use the water fountains on annual basis. We count and report only locker visits.  
 4\* Aggregate of 3 JohnnyBoard golf courses of similar size with 248 golfers and 10 staff per day with 100,000 rounds of golf 364 days a year.  
 5\* Aggregate of all county community centers of similar size with 7 staff members on average.  
 6\* Aggregate of all community dental centers of similar size with 12 staff members on average.  
 7\* Aggregate of 3 spanish speaking grocery stores with 15 staff members on average on annual basis.  
 8\* Data collected during school year.  
 9\* Aggregate of all state fair events and flea market attendance on an quarterly basis. State Fair visits per quarter 100,000, Flea Market per quarter 84,000 or 7,000 per weeked.  
 10\* Aggregate of 3 Johnnyboard retail locations where boards are placed in washrooms or open areas.107 visits per day.  
 11\* Aggregate of 3 MVD locations of similar size with 65 clients and 4 staff members on average on annual basis. boards are placed in washrooms or open areas  
 12 \* Data collected Metro Detention Center staff .

- Third party auditing provided by Ubidots.com. With the help of a former Sandia labs programmer, who specialized in sensors, and Ubidots, JohnnyBoards is able to provide a third party tracking system. The system tracked onsite counting. Over 800 men and 600 women have been counted on one day at its highest peak at a local pub.

