



DO Media Glossary:

Dwell time of 2.5 minutes uninterrupted	The accepted unit of measure of uninterrupted time spent in the same position or area in front of any media. 30 seconds to 4 minutes for average persons		
Frequency: 2.5 visits	On average, a person visits the washroom 7 times in a 24hr. period.		
Reach	JohnnyBoards Guarantee: Johnnyboards pricing is based on reaching 10 people per washroom or open area per day. From the data below JohnnyBoards far exceeds those numbers.		
Indoor Advertising	Advertising displays located in restrooms of retail locations, restaurants, and other high traffic indoor areas. Indoor Advertising has the longest dwell time for uninterrupted time spent than any print media.		
ad spaces 35	35 ad x 10 impressions per day x 90 days = 31,500 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.
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.		
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 dyas	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

Dwell time of 2.5 minutes uninterrupted **325,804** 2.5 frequency = a reach of 814,510 average persons

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.

*About DoMedia: DOmedia is an independent technology company on a mission to change the way out-of-home media is bought and sold. Our cloud-based applications connect buyers and sellers to leverage marketplace effects, eliminate labor and improve reporting and analytics. Visit Dmedia.com

