



JohnnyBoards Indoor Advertising and Signage Capability Statement

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

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 print and digital display advertising in locker rooms, restroom, elevators, above water fountains, airport shuttles and open areas to capture your target market with their undivided attention. Full-poster and half-Posters decals on demand, gas pump tops also available.
- **Workplace 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 / QR code solutions to enhance campaigns:** Complement any print/ digital media with text messaging or QR codes. Send opt-in reminders, Surveys, web URL links, contacts, classes or PSA info. : (Text **Johnny** to 505.903.1234 for more information)
- **Geofencing:** Campaigns can be placed on the top social networks as well as 94% of major websites and apps (over 100,000 apps). This includes news websites, news apps, popular magazine websites, blogs, smartphone games and more. On average users visit the Facebook app or the site 13.8 times during the day, for two minutes and 22 seconds each time. Instagram works well as a platform to target younger audiences since 64% of 20 to 30-year-olds use Instagram. 38% of users check Instagram feeds multiple times per day.

Key Information

Duns#: 021559740
CRS# 02-440936-007
NM Vendor GSD #
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

- **Affirmative Solutions** (Veteran Owned), **Bright Ideas** (Women Owned), **Eatonmedia** (Women Owned), **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
- Applying Prevention Science to Practice

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

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 6 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.
- **NMDOH Geofencing in tribal communities in response to COVID-19:** By digitally geofencing the 29 top zip codes in tribal communities, we placed advertisements containing images and videos on mobile devices, tablets, and website within those zip codes. The COVID-19 awareness campaigns used the top social networks, Facebook and Instagram and 94% of major websites and apps (over 100,000 apps).
- **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.
- **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 and locations in high risk and underserved population areas 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.



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SAMHSA Related Prevention References

Frank Magourilos, Consultant
Prevention Works
Albuquerque, NM 87120
505.503.0744 | preventionworks@msn.com
Client, BERNCO Be Above the Influence

Clarissa Lovato, Consultant
Elevate Media
1012 Marquez Place, Suite #105b
Santa Fe, NM 87505
505.424.8525 | Clarissa@elevatemedianm.com
Client, Santa Fe County DWI Awareness

Lynn Sanchez, After Care Director
Life Link
2325 Cerrillos Rd., Santa Fe, NM 87505
505.913.9833 | LSanchez@Thelifelink.org
Client, Anti-Human Trafficking

Nora Lovato, Assistant Director
Rio Arriba County Substance, Treatment,
Outreach and Prevention Program (RACSTOP)
1101 Industrial Park Rd. Espanola, NM 87532
505. 747.1418 | nglovato@rio-arriba.org
Client, Substance abuse prevention and addiction
treatment.

Julian Salinas, Associate Director
Enlace Comunitario
2425 Alamo Ave. SE, ABQ NM 87106
505.246.8972 Ext 12 | Jsalinas@enlacenm.org
Client, Domestic Violence Awareness (Spanish)

Enrique Cardiel, Executive Director
Bernalillo County Community Health Council
220 Adams St. SE, Suite A, ABQ NM 87108
505.681.4386 | enrique@bchealthcouncil.org

Education/ Workplace References

Dana Pappas, Deputy Director
NM Activities Association
6600 Palomas NE, ABQ, NM 87109
505.923.3277 | Danamarie@nmaact.org Client,
Hire officials' statewide campaign

Ed Drangmeister, Coordinator of Athletics
Albuquerque Public Schools
6400 Uptown Blvd. NE, ABQ, NM 87110
505.8786164 | Drangmeister@aps.edu
Client, Support Highschool athletics campaign

Stacy Washington, DECA State Officers Advisor
APS - Highland High School
4700 Coal Ave SE, ABQ, NM 87108
505.506.8089 | Washington_St@aps.edu
Client, Support DECA Programs

Elizabeth Chavez, Workplace Wellness
Specialist
The Solutions Group@ Presbyterian Health
Services
9521 San Mateo Blvd. NE, ABQ NM 87113
505.923.5012 | Echavez@phs.org
Client, CABQ Workplace Wellness Program

Synthia Jaramillo, Economic Dev. Director
City of Albuquerque
201 3rd St NW #1900, ABQ, NM 87102
505.462.2256 | SynthiaJ@cabq.gov
Client, Small Business Programs

Carlos Contreras, Economic Dev. Manager
Homewise, Homeownership programs
500 2nd street SW, ABQ, NM 87102
505.470.9758 | ccontreras@homewise.org
Client, non-profit housing programs