



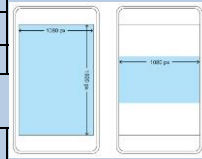
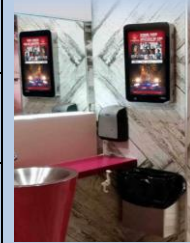
# Johnnyboards Indoor Advertising Rates

## JohnnyBoards Indoor Advertising Digital Media

**WHAT IT IS:** The digital display consists of a 22" LCD screen. Your 15 or 30 second message is played with full motion and audio capabilities on a 90 second loop in bathrooms and 50" LCD screen displays in waiting room areas. Your 15 or 30 second message is played with full motion and audio capabilities on a 3 minute loop.

**WHY IT'S GOOD:** Ability to change messages daily. Run multiple creatives, time sensitive events or PSA's. Your ad runs 40x per hour, 560x per day, 3,920x per week, 15,680x every 4 weeks with zero waste.

Item #	Simple Description	Detailed Description / Specs.	Weekly Rate	4 + weeks Discounted Rate
JB-200	30 second message is played with full motion and audio capabilities. Only 1 - 30 sec spot per 90 second loop.	File size: Less than 50 MB per 15 seconds. Best possible quality, 12 mbps max. Audio:48KHz / stereo/ 128kbps/ AAC. <b>*Advertiser is responsible for supplying finished (digital file) ads at 100% of actual size.</b>	\$75	\$65
JB-205	15 second message is played with full motion and audio capabilities. Only 4 - 15 second spots per 90 second loop.	<b>Portrait Specs:</b> 1080 X 1920 pixels (11.5"x 22") Vertical. Video(H264)   HTML 5 and image JPG   PNG <b>Landscape Specs:</b> 1080 pixels (width) AVI   MPEG   MOV   JPG.	\$60	\$45
JB-210	Static Design fee	Per design with up to 2 redesigns	\$195	
JB-215	Graphic Design	Hourly Rate	\$65	
JB-220	Animated or video Creative	To be provided by client		



### Special Cornerstone Client Offer!

Item #	Simple Description	Detailed Description	20 digital display units minimum	
JB-251	Digital Unit 1 time install at locations chosen by client. 20 units	Cornerstone client gets a 15 second spot for 18 weeks (\$1,080 value per location) at the locations that the client chooses for JohnnyBoards to install new digital boards . Print ad design / Video content to be provided by client.	\$21,600 value	\$9,500 investment

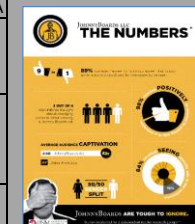
*Help us build our network and you will be richly rewarded!*

## JohnnyBoards Indoor Advertising Print Media

**WHAT IT IS:** JohnnyBoards is a great way to keep your trusted brand in front of your targeted audience. Your brand is seen for an average of 2.5 minutes. The Unfair Advantage is "No other media is truly unavoidable". Because we are also in washrooms so you can target by gender and lifestyle.

**WHY IT'S GOOD:** Depending on locations chosen by client, typical uninterrupted dwell time on JohnnyBoards is 30 seconds to 4 minutes or 2.5 minutes. Frequency: Min 10 people @ 2.5 per visit ( national average). CPI (cost per impression) 3.4 cents per impression depending on ad size and reach. Final list of locations determined in collaboration with client representatives to confirm fit in reaching the targeted demographic. For PSA's we use SAMHSA communication guidelines. JohnnyBoards commits to sharing profits with schools to support under funded wrap around services or programs not covered by grants or parental ability to pay.

Item #	Simple Description	Detailed Description	Monthly Rate for 3-6 mo. Run	Monthly Discounted Rate 12 mo.
JB-300	Half page (5"H x 8"w ) Horizontal Print Media	<i>JohnnyBoards Demographic Reach: 18-65 yrs. old ,depending on locations chosen by client. Typical uninterrupted dwell time on JohnnyBoards is 30 seconds to 4 minutes or 2.5 minutes. Frequency: Min 10 people @ 2.5 per visit ( national average). CPI (cost per impression) 3.4 cents per impression depending on ad size and reach. Final list of locations determined in collaboration with client representatives to confirm fit in reaching the targeted demographic.</i>	\$15.00	\$12 /\$10 PSA
JB-301	Full page (10.5 "H x 8"w ) Vertical Print Media		\$25.00	\$22/\$20 PSA
JB-302	Half poster (11"H x 17"w ) Horizontal Print Media		\$60.00	\$45.00
JB-303	Full Poster (22"H x 17"w ) Vertical Print Media	\$70.00	\$60.00	
JB-304	Production cost per media	Half page / Full page media - Charged at installation or during change outs only.	\$5.00	
JB-305	Production cost per media	Half poster / Full poster - Charged at installation or during change outs only.	\$19.00	
JB-310	<b>* FREE unlimited postings to our social media platforms.</b>		No Charge	\$250.00





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### JohnnyBoards Workplace Digital Displays

**WHAT IT IS:** JohnnyBoards workplace displays are a great way to rapidly deploy inhouse awareness campaign and keep the message in front of your staff from 2.5 to 15 minutes. Lower printing and associated print maintenance and consumable cost, lower environmental & carbon footprint. Fully controlled inhouse with master level control and department level participation in uploading content relevant to department level staff or areas only.

**WHY IT'S GOOD:** Dramatically improve employee and management awareness to key issues, processes and mitigate risks that affect health and performance. Display upcoming events, security procedures, human resource messages and much more. Internal awareness campaigns can be extremely effective in enhancing important or required messages when strategically place in high traffic areas where employees, clients, vendors, contractors and visitors frequent or gather in your facility.

		Internal Use Only		Shared Client/JohnnyBoards	
Item #	Simple Description	Detailed Description / Specs.	Monthly rate year 1.	Monthly rate year 2 +	One Time only / no license fees
JB-270	Workplace with Digital Display, Media player and software solution for workplace communication. Includes full hardware maintenance repair or replacement and software updates.	<b>Media:</b> Locations that the client or department chooses for digital boards includes but not limited to 30 second and 15 spots that can be video or static content. This includes digital display and wall mount installation to nearest power and wifi or network connection. File size: Less than 50 MB per 15 seconds. Best possible quality, 12 mbps max. Audio:48KHz / stereo/ 128kbps/ AAC. Client is responsible for supplying finished (digital file) ads at 100% of actual size. <b>Support:</b> Phone or on-site support no later that 24 hours in most cases. <b>Licensing:</b> We are the only certified distributor for media and user licensing in the state. All required licensing is included.	50" - \$207 65" - \$251.08	Any size \$97.54	
JB-275	Existing Digital Display, TV or monitor. JohnnyBoards Media player and software solution for workplace communication. Includes media player hardware with maintenance, repair or replacement and software updates.		\$146	Any size \$97.54	Any size \$136.55
JB-276	Workplace with Digital Display, Media player and software solution for workplace communication. Includes full hardware maintenance repair or replacement and software updates.	Client and JohnnyBoards share 3 - 4 minute loop. Half in house content and half JohnnyBoards advertising. Clients covers hard cost of installation and JohnnyBoards covers all ongoing licensing. Shared admin rights. Clients has right to refuse JohnnyBoards content or advertiser			50" - \$1,238.41 65" - \$1,691.48
JB-280	System host training and phone support.	10 hours of training included. 1 hour of phone support included monthly.	\$95 / hour	\$95 / hour	
JB-285	Programing for specific client needs.	Plugins or other programming to connect to 3rd party solutions.	\$145 / hour	\$145 / hour	



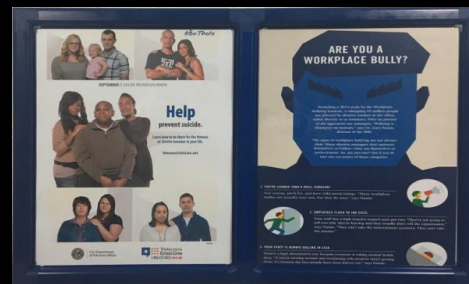
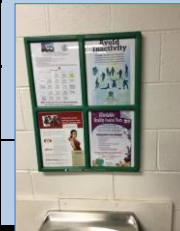
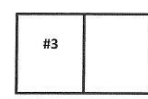
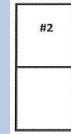
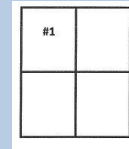
# Johnnyboards Indoor Advertising Rates

## JohnnyBoards Workplace Awareness Frames and Materials

**WHAT IT IS:** JohnnyBoards is a great way to keep your inhouse awareness campaign in front of your staff for an average of 2.5 minutes. The Unfair Advantage is "No other media is truly unavoidable". Because we are also in washrooms so you can target staff by gender.

**WHY IT'S GOOD:** Dramatically improve employee and management awareness to key issues, company process and mitigate risks that affect your profits and performance. Display upcoming events, security procedures, human resource messages and much more. Internal awareness campaigns can be extremely effective in enhancing important or required messages when strategically place in high traffic areas where employees, clients, vendors, contractors and visitors frequent or gather in your facility.

Item #	Simple Description	Detailed Description	SRP	Discount
JB-400	2 up, 2 across frame- <b>Minimum order is 10 frames per order. Includes shipping. Installed</b>	4 section divided frame 8 ½ x 11 with poster pockets. Frames come in Black, Red, Blue and Light grey. Simply add color behind number Example: JB100-blue. options for Mounting Packet ( Includes 4 ' ft. double-sided tape, 1pr Suspension Brackets, 1pr Hooks, 1pr Ceiling and Grid clip.) <b>Price is per frame. Minimum order is 10 frames per order.</b>	\$66.00	100+ units 5%
JB-410	2 up, 1 across frame- <b>Minimum order is 10 frames per order. Includes shipping. Installed</b>	2 section divided frame 8 ½ x 11 with poster pockets. Frames come in Black, Red, Blue and Light grey.Simply add color behind number Example: JB200-blue. Options for Mounting Packet ( Includes 4 ' ft. double-sided tape, 1pr Suspension Brackets, 1pr Hooks, 1pr Ceiling and Grid clip.) <b>Price is per frame. Minimum order is 10 frames per order.</b>	\$49.00	100+ units 5%
JB-420	1 up, 2 across frame (side-by-side)- <b>Minimum order is 10 frames per order. Includes shipping. Installed</b>	for Mounting Packet ( Includes 4 ' ft. double-sided tape, 1pr Suspension Brackets, 1pr Hooks, 1pr Ceiling and Grid clip.) <b>Price is per frame. Minimum order is 10 frames per order.</b>	\$49.00	100+ units 5%
JB-421	8 ½ x 11 Poster Pocket_ Replacements	includes 10 vinyl and 10 corellas backing sheets.	\$40.25	100+ units 5%
JB4-22	8 ½ x 11 Vinyl _Replacements	includes 20 sheets of vinyl	\$43.75	100+ units 5%
JB-423	Retaining Clips Replacements	Panel Retaining Clips - box of 100	\$37.75	5%
JB-424	Double Stick Tape Replacements	10 ft. of Double Stick Tape	\$17.75	5%
JB-425	Double Stick Tape Full Roll	JB425 Double Stick Tape Full Roll 36 yards.	\$35.00	5%
JB-430	JohnnyBoards service (50 + frames).Monthly maintenance agreement.	JohnnyBoards will pick up printed material and post ads for the client and make any maintenance and repairs to the frame at time of posting post. Includes replacing unrepairable frames ( frame sold separately)	\$60 / hour - 6 hr. min.	





## Johnnyboards Indoor Advertising Rates

### Conch Connect IVR / Text messaging Services

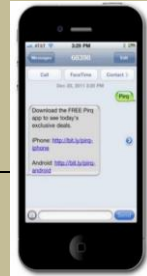
**Text Messaging- WHAT IT IS:** JB Business SMS text messaging services is ideal for important promoting up coming events, specials or semi-urgent notifications. 94% of all text messages opened in the first 4 minutes, SMS text messaging is a great way to reach your target audience.

**WHY IT'S GOOD:** Dramatically improve your connection with your clients using SMS to send text to clients for directions, hours of operation, online appointments and special offers.

**Interactive Voice Response (IVR)- WHAT IT IS:** A telephony menu system that enables identification, segmentation and routing of callers to the most appropriate person your team and allows you to connect with your customers like never before.

**WHY IT'S GOOD:** Dramatically improve your IVR service to heavily reduce cold calls, send text to clients for directions, hours of operation, online appointments and special offers.

Item #	Simple Description	Detailed Description	Setup Fee	Monthly Rate/ Per keyword
JB-500	Text messaging with special Keyword capability:	JB Business SMS text messaging services is ideal for important promoting up coming events, specials or semi-urgent notifications. 94% of all text messages opened in the first 4 minutes, SMS text messaging is a great way to reach your target audience.	\$60/per key word	\$60.00
JB-510	Production cost per text message information change		\$60/per update	\$60.00
JB-520	Text messaging in 3,000 text lots		Client can buy additional lots of 3,000 text. Text are defined as each sent and received text per interaction.	\$50/per 3,000 text
JB-515	Text Polling or surveys	SMS surveys is the best way to make sure your customer is satisfied and if they're not give you the opportunity to remediate or to gather quick feedback from a broad audience. There's no app to install or notifications to enable.	\$90 per poll or survey production	\$125/ report including charts
JB-520	Interactive Voice Response (IVR)	Interactive Voice Response (IVR) is a telephony menu system. "Press 1 for hours and directions, Press 2 to make an appointment online."	\$75/Set up	
JB-525	Interactive Voice Response (IVR)	Interactive Voice Response (IVR) is a telephony menu system. "Press 1 for hours and directions, Press 2 to make an appointment online."		\$59/per month



### JohnnyBoards Social WIFI

Item #	Simple Description	Detailed Description	1 Time Setup/ Install Fee	monthly
JB-600	Social Wi-Fi Platform with /installation	Free Wi-Fi with Social Connect™ experience that collects valuable consumer data, captures visitor metrics and automates for local businesses, franchises, event venues and festivals. Integrate your customer / visitor data to any external database app such as MailChimp or Constant Contact.	\$299	
JB-605	Social Wi-Fi Platform monthly maintenance	Hardware maintenance, replacement , auto updates to new services, phone support , onsite support in 48 hours is needed.		\$99.00
JB-615	Managed Triggered Email Campaigns	Triggered Emails including Welcome, Welcome back, and Happy Birthday	\$300	
JB-620	Create and managed special monthly email blast	Monthly Email Blasts (Lost customer, special events or offers)- \$200-300 based on time		\$200-\$300
JB-620	Additional Custom integrations	Developer API and .js widget integrations	quote	quote

