



**JOHNNYBOARDS LLC**  
indoor advertising

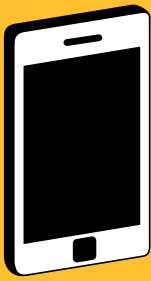
WELCOME TO THE FUTURE...

# INTRODUCING DIGITAL GEOFENCING

Helping spread the word on the  
importance of the Census!

**DELIVER POWERFUL DIGITAL ADS TO  
PEOPLE ON THEIR PHONES THROUGH  
100,000+ MOBILE APPS AND WEBSITES**

*Call 505-254-1147 to get started!*

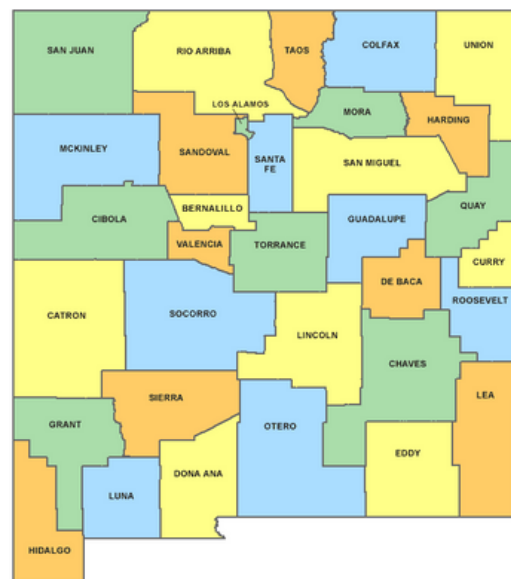


# HOW DOES IT WORK?

*The most powerful digital advertising available*

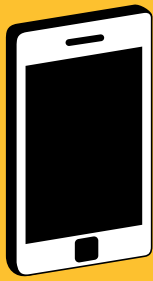
Due to advanced mobile technologies, we can now deliver your advertisements to people on their mobile devices who are physically located at target locations such as Native American community centers, rural communities as well as county level advertising.

Ads are delivered on popular mobile apps and mobile websites (over 100,000 of them). Targeting can also be filtered by age, gender and more! This is the perfect opportunity to easily reach specific types of people showing the importance of filling out the census survey.



*Target Specific New Mexico Counties*





## ADS & LINKS

*We can deliver image or video ads specifically to communities where census completion rates have been historically low. Ads can link directly to a website so anyone who clicks on an ad can start taking the census right on their phone!*



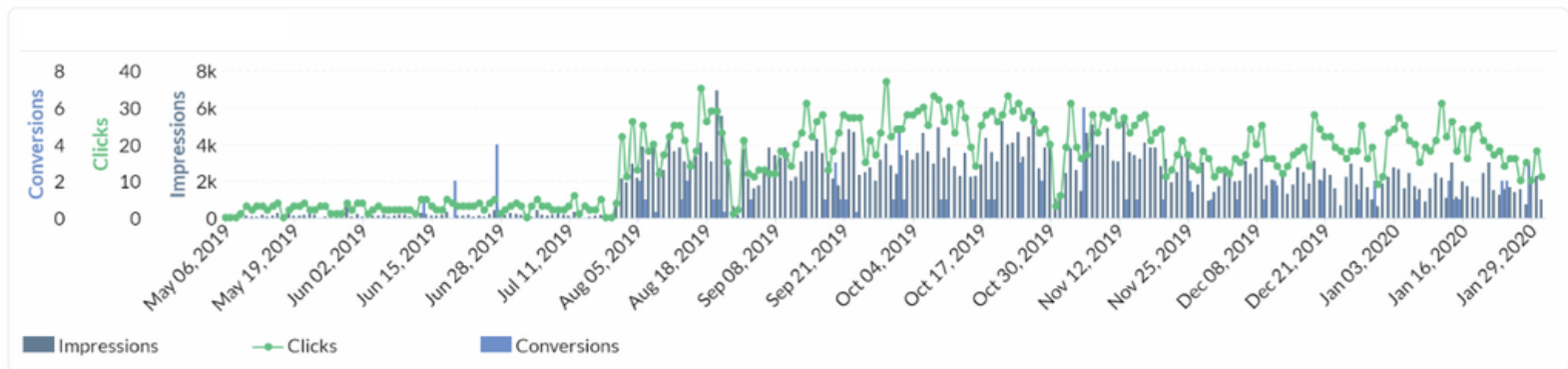
## AD EXAMPLES

The screenshot shows a mobile weather application interface. At the top, the status bar displays 'VZW Wi-Fi', '6:59 PM', and '84%' battery. The app header includes a menu icon, the location 'Albuquerque, New Mexico', and a notification icon. Below the header are tabs for 'NOW', 'HOURLY', '10 DAY', and 'MAPS'. The main content area features a location alert for 'Unm Track Field & Soccer Cmplx' with a timestamp 'Last updated at 06:00 pm'. Below this is a 'LIGHTNING' alert with a lightning bolt icon and the text 'Closest strike in the last 30 minutes: -- away'. A 'SUGGESTED CONTENT' section follows, featuring an image of two golden bull sculptures and the text '5 Years From Now, You'll Probably Wish... The Motley Fool Ad'. At the bottom, there are two small promotional banners: one for 'THE QUALITY' and another for 'I saved a loved one from an opioid overdose. You can too. Find out where you can get Naloxone at DoseOfReality.com.'

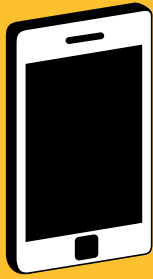
# REPORTING

*See how often people view your advertisement and engage with it with our robust reports sent monthly.*

## REPORT EXAMPLE



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## PRICING AND TERM



**Advertisement Designs:** Three sets of display ads targeting three demographics (Spanish, Native American, General Population) will be created. Each ad set contains eight ad sizes and formats (static JPEG and animated GIF ads).

*Cost: \$550 per ad set  
Total for all ads needed: \$1,650  
Ad revisions as requested: \$200 per ad set*

**Ad Delivery:** Ad delivery is purchased at the beginning of the month. We recommend purchasing 500,000 ad views each month. The cost per 1,000 targeted ad views is \$10.

*Total Ad Views Per Month: 500,000  
Total Cost: \$5,000/month*

**Length of Campaign:** Campaigns run month-to-month with the ability to cancel at any time. Advertisement design fees are waived with a three month advertising commitment or more.

*Call 505-254-1147 to get started!*