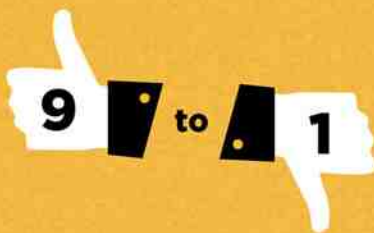




# JOHNNYBOARDS LLC THE NUMBERS\*



**89%** surveyed "agree" or "strongly agree" that indoor advertising is a good way for messages to be seen.

**3 OUT OF 4** respondents thought about changing behavior after viewing a Johnny Boards ad.



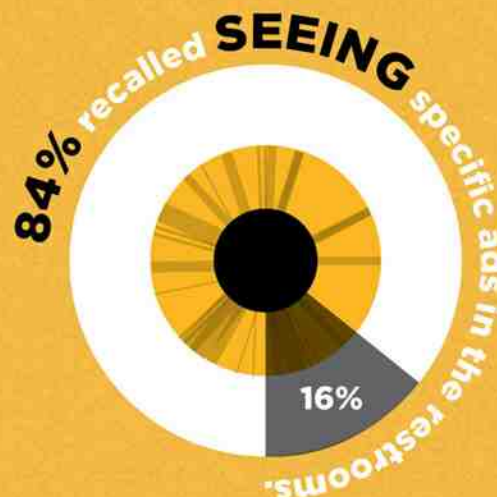
## AVERAGE AUDIENCE CAPTIVATION

**2:30** JohnnyBoards Ad

**22x**

**:07**

Other Print Ads



**JOHNNYBOARDS ARE TOUGH TO IGNORE.**

Survey conducted by 2 independent market research groups \*



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## WON'T ADVERTISING IN A BATHROOM MAKE MY COMPANY LOOK BAD?

The aforementioned studies also asked people what they thought of the ads. Did they view them in a positive or negative light? 98% of those surveyed had a positive or neutral reaction to the ads. This leaves a mere 2% viewing indoor ads in a negative light.

## WHO USES INDOOR ADVERTISING?

Companies that readily take advantage of the many benefits of indoor ads are, **MILLER BREWING, SOUTHWEST AIRLINES, AT&T, SONY, FORD MOTOR COMPANY, MITSUBISHI, VOLKSWAGEN, HOLIDAY INN, SUZUKI, TACO BELL** and many other well-known national and international companies.

## I USE NEWSPAPER AND RADIO AND THEY SEEM TO WORK FINE.

For many companies, it is very advisable to use television, newspaper, billboards, radio and many other great forms of media. In fact, using only one form of media is never really recommended by advertising agencies or other experts in the industry. Indoor advertising is just another medium in which to market your product or service. The bonus with JohnnyBoards, is that you know they're reading your ad a lot longer and more attentively than radio or television ads. Why? Because they are a *truly captive audience*. In other forms of media, ads are a distraction. With newspapers, people are reading stories; with television, they're watching shows; with billboards, they're driving. With JohnnyBoards, **They're reading the advertisement.** There are simply no distractions.

They may see your ad in the newspaper and they may or may not remember the name or offer. With JohnnyBoards they'll spend at least a half a minute doing nothing else except **learning about your company, your product and your message.** Furthermore, you know who your customer is. With JohnnyBoards, you have nearly 100% precision in targeting them. Gender, age or lifestyle, JohnnyBoards conducts surveys with all of our hosts. We know exactly who dines and works out where and exactly how many times a month they do it. With that information—and a killer ad—you're sure to get your message across to exactly the people you want seeing it.

With newspapers  
people are busy reading  
stories; with television,  
they're busy watching  
shows; with billboards,  
they're busy driving.

With Johnnyboards,  
they're reading the  
advertisement. There  
are simply no  
distractions.



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.

\* DO Media Glossary:

<b>Dwell Time: 30 sec - 4 minutes</b>	The accepted unit of measure of uninterrupted time spent in the same position or area in front of any media.
<b>Indoor Advertising</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>JohnnyBoards Guarantee</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.
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.

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

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

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.

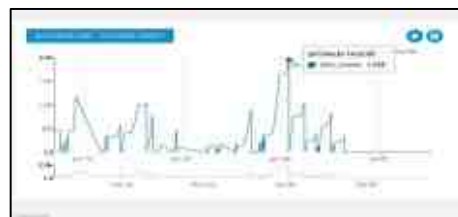
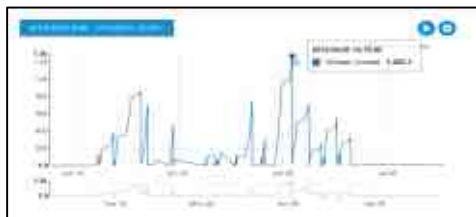
8\* Data collected during school year.

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 week.

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 .



\*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 [Domedia.com](http://Domedia.com)



## JohnnyBoards Demographics

- 80% + of impressions in the 18-54 age group with a household income of \$45,000+.
- Even split on gender 50% male and female.
- Average restroom visits for restaurants, pubs & concert venues: 2.3 minutes. Average visits per health club member: 3 times weekly.
- Length of time in front of your advertising: 30 seconds to 4 minutes; average impression 2.5 minutes.

## ROI (Return on Investment) & CPI (Cost per Impression)

- @ \$12.50 per month, your ad cost is .42 cents per day.
- When 10 people see it per day, your CPI is 4.2 cents to reach your target demographic for an average of 2 minutes of exclusive and unavoidable attention to your ad.
- When 15 people see each ad in a day, your CPI is 2.8 cents per impression!

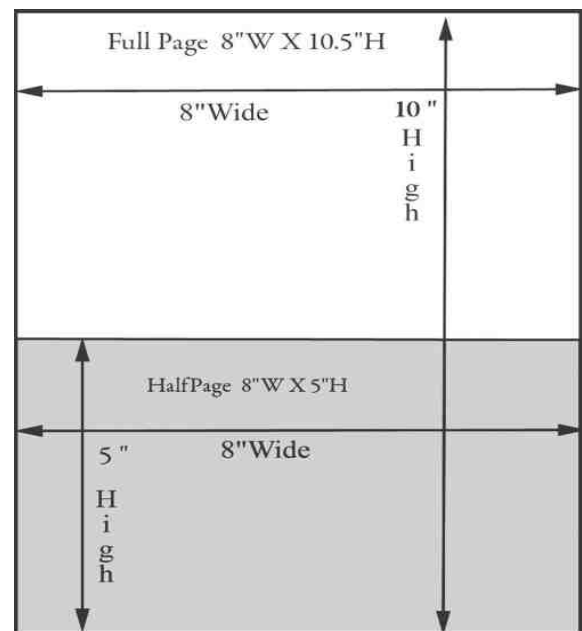
Demographics information based on information received from IBAA (Indoor Billboard Association)

## JohnnyBoards Ad Specifications

All Artwork Should Be:

- Created at 100%
- Have a resolution of 300 DPI or more
- Save in CMYK color format

## JohnnyBoards sizes: Full Page – Half Page



It is preferable that all artwork be saved in JPEG or PDF high-resolution format, include a color proof and be delivered no than (10 days) prior to posting date.







## JohnnyBoards Indoor Digital | Print Advertising and Signage Capability Statement

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

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 digital and print 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.
- **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](mailto:Ruben@JohnnyBoards.com)

[www.JohnnyBoards.com](http://www.JohnnyBoards.com)



## Key New Mexico Vendors

- **Affirmative Solutions** (Veteran Owned), **Sign & Image Factory** (Locally 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

Board Member - Hispano Chamber of Commerce



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 years 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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## **SAMHSA Related Prevention References**

Steve Lucero, Executive Director  
NM Hispanic Medical Association  
316 Osuna Road NE, Suite 501, ABQ NM 87107  
505.328.1391 | [Stlucero@gmail.com](mailto:Stlucero@gmail.com)  
Client, Accessible and affordable healthcare

Clarissa Lovato, Consultant  
Elevate Media  
1012 Marquez Place, Ste. #105b Santa Fe, NM 87505  
505.424.8525 | [Clarissa@elevatemedianm.com](mailto: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](mailto: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](mailto: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](mailto: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](mailto:enrique@bchealthcouncil.org)

## **Education/ Workplace References**

Rachel Karman, Health and Wellness  
Coordinator, City of Albuquerque  
1 Civic Plaza, 7<sup>th</sup> floor. ABQ, NM 87102  
505.768.2921 | [Rkarman@cabq.gov](mailto:Rkarman@cabq.gov)

Gilbert Arreazola, Business Agent  
Port of Galveston Union Local 20  
6501 Harborside Dr., Galveston, TX 77554  
409.789.3867 | [Garreazola20@yahoo.com](mailto:Garreazola20@yahoo.com)  
Client, Labor Union for the Port of Galveston

Stacy Washington, DECA State Officers Advisor  
APS - Highland High School  
4700 Coal Ave SE, ABQ, NM 87108  
505.506.8089 | [Washington\\_St@aps.edu](mailto: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](mailto:Echavez@phs.org)  
Client, CABQ Workplace Wellness Program

Ernie C'de Baca, CEO Albuquerque Hispano  
Chamber of Commerce  
1309 Fourth St NW, ABQ, NM 87102  
505.462.2240 | [Ernie@ahcnm.org](mailto:Ernie@ahcnm.org)  
Client, Small Business Programs

Samuel Kolapo, Director  
Frank G Acosta Job Corp Center  
901 S. Campbell Ave., Tucson, AZ 85719  
520.879.9227 | [Kolapo.Samuel.1@jobcorps.org](mailto:Kolapo.Samuel.1@jobcorps.org)  
Client, Job Training Programs



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## Executive Summary of Additional Initiatives

- **CABQ partnership:** CABQ Better Health Wellness Department installed JohnnyBoards and digital displays 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. In Collaboration with Presbyterian's Solutions Group, JohnnyBoards is contracted to maintain the network. **2023 WELCOA (Wellness Council of America) Platinum award winner!**
- **Wellness at Presbyterian Healthcare Services:** JohnnyBoards has been consulting with Presbyterian prior to the pandemic on avenues and placement of print and digital display campaigns for clinician burn out.
- **Sandia National Laboratory:** Assisted the Laboratory with regulatory compliance by placing JohnnyBoards in areas to improve waste removal compliance. Sandia waste control is the gold standard on how other facilities are measured.
- **Santa Fe County:** Task JohnnyBoards to add Spanish speaking locations to our network for DWI awareness. Find locations that serve alcohol and place JohnnyBoards and 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 messages the most. Research proves that \$1 in prevention dollars go much further than the 10 times the cost of ongoing treatment or incarceration.
- **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 and 94% of major websites and apps (over 100,000 apps).
- **Highlands University Campus:** We placed JohnnyBoards in and around the campus to raise rape and consent awareness for students 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 middle schools and Highland High school to review media that 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.
- **US Attorney Office.** Assist NM Attorney General and non-profit LifeLink with human trafficking awareness.