



JohnnyBoards

UNAVOIDABLE ADVERTISING



OUR CORE IDEOLOGY



VISION: To be and do good in advertising

MISSION: Offer hyper-local, affordable advertising in unexpected places/ways

VALUES: Community-minded, humble, resourceful, collaborative



OUR STORY



- Began as Johnny Boards in July 2000
- Wanted more quality time with our young children
- Offered other family-run businesses an affordable advertising option
- Coincidentally, created a unique space for hard-to-reach audiences
 - Especially in the public health space
- Evolved to offer additional hyper-local, highly-targeted places to be seen
- Continue to be focused on our community and family



BENEFITS OF JB MEDIA OUTLETS

- All media offerings are hyper-local/placed-based
- Highly targeted, customizable media
- High dwell time/captured attention of consumer
- More control and flexibility for advertiser
- Accessible and scalable for businesses of all sizes
- Unique creative opportunities (gender, time-based, seasonal, motion/sound)
- Deep experience with public service campaigns
- Full-service (media placement to installation to reporting/optimization)



MEDIA CATEGORIES



- Digital screens
- Printed ad boards/poster decals
- Gas pump toppers
- Coasters
- Mobile digital banners



PHYSICAL LOCATIONS

(New Mexico, Texas, Guadalajara, Jalisco)

- Retail Stores, Restaurants & Coffee Shops
- Bars & Breweries
- Health, Fitness & Social Services
- Golf Courses
- Gas Stations & Convenience Stores
- Pharmacies
- Government/Chamber/Event Facilities
- Salons, Barbershops & Tattoo Parlors
- Schools & Libraries
- Spanish Speaking Sites



CUSTOMERS

IGNORE THIS ADVERTISEMENT
That isn't too difficult is it?

- ◆ Because you need your brand seen and remembered
- ◆ Because your target message is seen without interruption
- ◆ We include social media with your advertisement package 
- ◆ Customers can reach you from their mobile device
- ◆ Get a free quote today and get bonus space



JOHNNYBOARDS LLC
indoor advertising

DON'T MISS OUT ON THIS LAST SPACE! 505.254.1147 | JOHNNYBOARDS.COM

- NMDOH
- Guadalajara / NM Tourism
- YES Housing
- University of New Mexico
- Bernalillo County
- City of Albuquerque
- Dona Ana County
- Santa Fe County
- Health Centers (UNM)
- BERNCO Home Visits
- El Paso, Texas (Covid)
- Ad Council
- Currently negotiating with all 32 counties for 2024 campaigns



UNAVOIDABLY REACH TARGET AUDIENCE



- JohnnyBoards places indoor advertising targeting captive audiences.
- Specific placement captures the audience from 30 seconds to as much as 4 minutes.





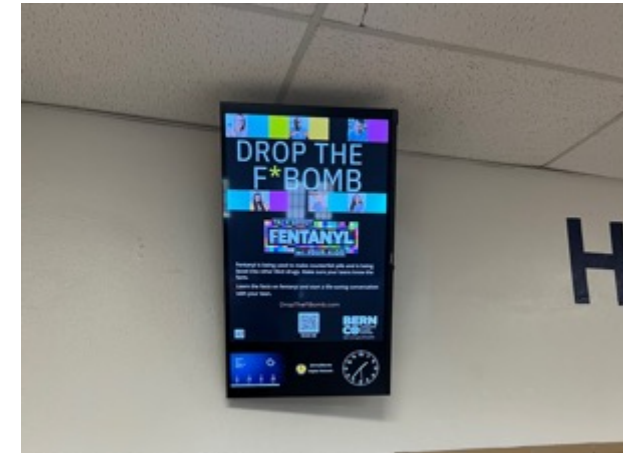
DIGITAL DISPLAY NETWORK



WHAT IT IS: Your 7.5 second static ad, 15 or 30 second static or video message is played with full motion capabilities in a 4-minute loop.

WHY IT'S GOOD: Ability to change messages daily. Run multiple creatives, time sensitive events or PSA's.

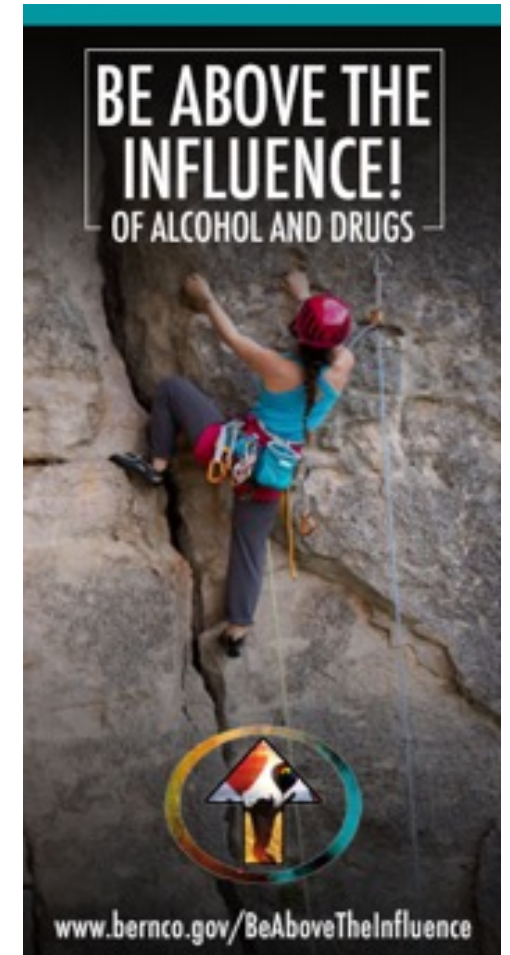
- Dwell time: Typical uninterrupted dwell time in a waiting room 15 - 45 minutes.
- Frequency: 840 times per day. 7 am - 8 pm (13 hours)
- Reach: 88,200 impressions per 4-week period





GEOFENCING

- Ads are delivered on popular mobile apps and mobile websites (over 100,000 of them).
- Targeting can also be filtered by age, gender, zip code and more!
- This is the perfect opportunity to reach people based on specific locations.





STANDEES/ DOOR DECALS

Our holistic strategy envelops patrons with your message across their residential, professional, and commercial environments.

Venue Types Include:

- Grocery Stores
- Coffee Shops
- Laundromats
- Gyms
- Pharmacies
- Liquor Stores
- Hair Salons



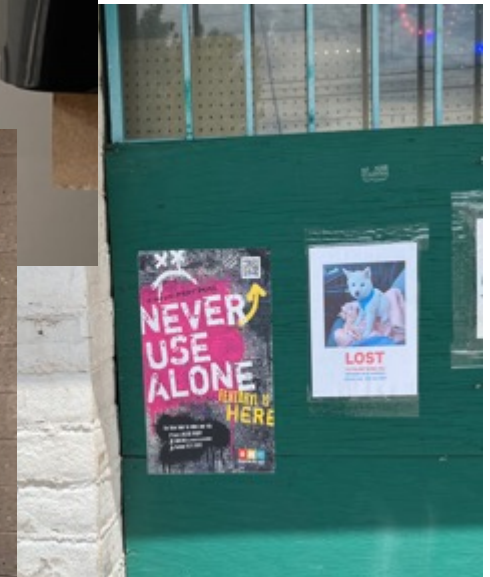


FULL / HALF POSTERS



WHAT IT IS / WHY IT'S GOOD

- Full and half posters are a great way to keep your trusted brand in front of your targeted audience
- The Unfair Advantage is "No other media is truly unavoidable"
- Can target by gender and lifestyle
- The poster are also placed on store fronts and on the patio doors of restaurants
- The targeted demographic can be easily viewed by pedestrian
- Can target your audience by zip code, census tract, and block-





HAND SANITIZING DISPLAYS



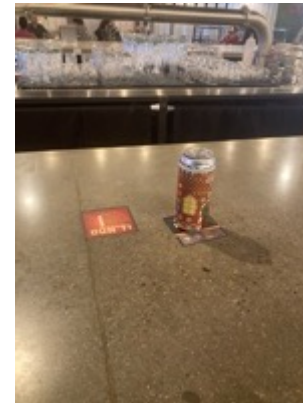
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BAR COASTERS

- Engage your audience with your messaging while they're enjoying themselves at bars, nightclubs, and restaurants
- Capture the attention of both men and women from various demographics as they socialize in a positive atmosphere
- Place your advertisement directly in their line of sight



WHAT IT IS/ WHY IT'S GOOD

- This is an advertising and signage opportunity to reach students, staff, parents and family of those students
- Reach those participating in high school soccer, football, track, band and YAFL sports. Students, staff, parents and family of those students are a
- Capture audience for 2 plus hours
- Dramatically improve your connection with your audience using QR codes to get clients directions, hours of operation, online appointments and special offers.

STADIUM SIGNAGE





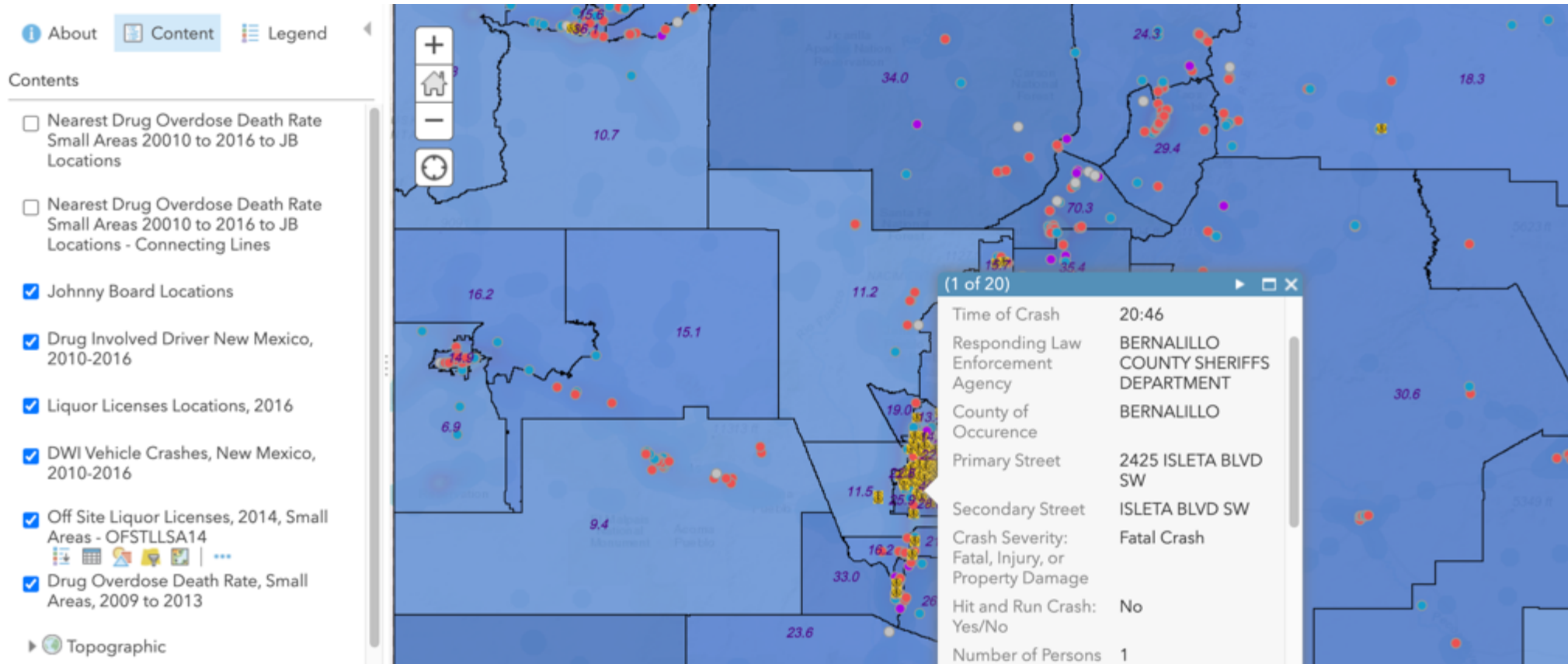
TRACKING & REPORTING



- Your goals are our goals
- Let's collaborate to determine what could/should be tracked
- Unique tracking mechanisms are ideal
- We provide monthly reports/dashboards
- Can optimize placements/creative as needed



TRACKING VIA THE CENTER FOR HEALTH INNOVATION



Working with K. Maria D. Lane, Ph.D. Department of Geography and Environmental Studies, University of New Mexico to update all our locations and current State Data.

<https://nmcidc.maps.arcgis.com/home/index>



JOHNNYBOARDS IS REBRANDING TO JBMEDIA GROUP!

JohnnyBoards will still be the bathroom boards product and our expansion to deliver more Out-Of-Home media to all of our growing clientele in New Mexico, Texas and Guadalajara Mexico compelled us to rebrand!



JBmedia Group

Unavoidably, the best way to be seen.