



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.



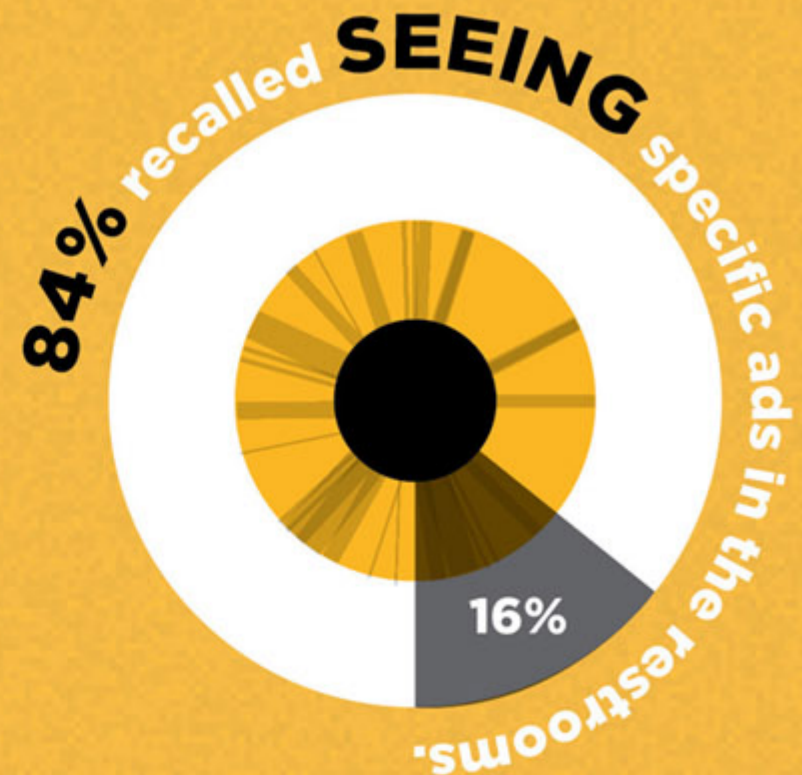
AVERAGE AUDIENCE CAPTIVATION

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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Opening statement:

Mr. Chair, members of the committee, thank you for allowing me to take the time to meet with you today. My presentation will be brief and will allow for any questions you may have after the presentations. My name is Ruben Garcia and I own and operate JohnnyBoards, LLC, a New Mexico Company that started in 2000 with the idea of providing effective and affordable advertising for small businesses that could afford traditional media. With the advent and growth of social media, we added those components as well as a way to offer additional value to our media. About 5 years after we started, we received calls asking if we could place public service awareness campaigns on behalf of the department of health in our network of locations. Now 60% of our business is public service awareness. We no longer take ads from DWI defense and concentrate on improving our community by placing underage drinking and DWI awareness campaigns in targeted areas. As you can see from our capability statement, we work hard to contract in state small business vendors; we serve and have served on various committees and commissions in an effort to be a good community partner. I come before you today to create awareness about the value our methodology and our business model. Our methodology is different from traditional media. Like Facebook, we use Dwell time as the metric to measure engagement. The definition of Dwell time is “The accepted unit of measure of uninterrupted time spent in the same position or area in front of any media.” JohnnyBoards Advertising displays are 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.

Our business model is unique and simple. While most non-profits operate on grants that restrict the use of their funds for certain tasks that may or may not be their core mission, our model provides an avenue of unrestricted recurring revenue as a way to sustain their operation between grants, enhance their outreach and allow the non-profit to concentrate on providing their services rather than fund raising. We hope to be serving local non-profits in your district soon if we are not already there. We currently operate in Bernalillo, Santa Fe, Colfax, Valencia, Sandoval, Curry, Dona Ana, San Miguel, Roosevelt, Rio Arriba and Los Alamos County. We also have boards at Kewa Pueblo.

Why are these subjects important to us? Our family, like many in New Mexico has been affected by alcohol, prescription drugs and diabetes. I recently had an aunt pass away who was on Medicaid and Medicare that had an alcohol and tobacco dependence and was a diabetic. Her medical cost was over \$200,000 to the health system. I believe prevention works. Here is a sample board with PSA ads.



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JOHNNYBOARDS FOR SAMHSA RELATED SOCIAL MEDIA CAMPAIGNS

INTRODUCTION

JohnnyBoards provides indoor media space for the purpose of meeting **SAMHSA** (Substance Abuse and Mental Health Services Administration) related prevention objectives and/or social marketing campaigns to the community for services which supports SAMHSA's recommendations. JohnnyBoards has exclusive agreements with its partners to provide this service which meet the prevention and social marketing campaign requirements of SAMHSA. Our mission is to help with the mission of SAMHSA: SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

BACKGROUND

JohnnyBoards has extensive experience in providing indoor media space for social marketing campaigns. The great thing about JohnnyBoards 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 social marketing campaign over and over throughout their visit to a JohnnyBoards venue because we are in washrooms. The key advantage for social marketing campaigns that adhere to SAMHSA'S guidelines is audience segmentation throughout the Johnnyboards network of locations. JohnnyBoards locations can be characterized and differentiated according to specific traits, such as age, gender, ethnicity and lifestyle. Knowledge of these traits helps providers develop and deliver appropriate messages to targeted audiences. JohnnyBoards has worked on national social marketing campaigns for The Ad Council, DHS, FAA, Department of Labor and the Forest Service. JohnnyBoards has worked on statewide campaigns for NMDOT, NMDOH, Dept. of Game and Fish and Expo New Mexico. JohnnyBoards has worked on social marketing campaigns for Bernalillo, Colfax, Santa Fe, San Juan, Sandoval Counties, Cities of Rio Rancho, Albuquerque and Santa Fe. JohnnyBoards has also worked on social marketing campaigns for school districts in Bernalillo, Colfax, San Juan Counties and many other non-profits.

COMPLIANCE

JohnnyBoards will adhere to the social marketing campaign objectives;" **Ten Steps for Developing a Social Marketing Campaign**" and the **"Understanding Social Marketing"** grantee tools and other resources as outlined by SAMHSA. Our media has been reviewed with the help of New Mexico's only state certified senior prevention expert Frank G. Magourilos, MPS, SCPS, ICPS with Prevention Works Consulting.

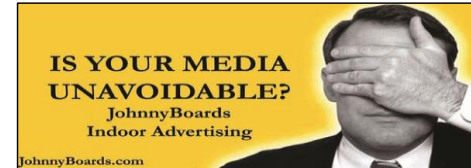


About Do Media: Independent Out of Home Experts

DO Media Glossary:

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

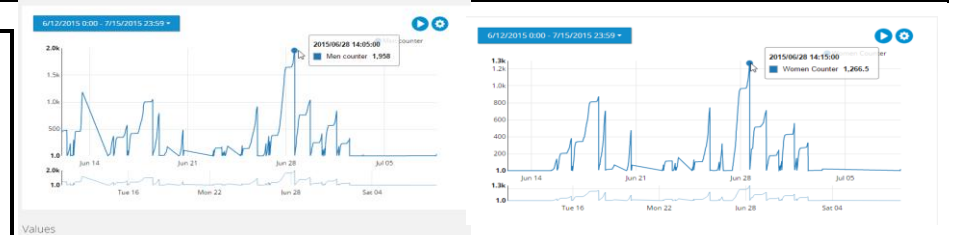
Build brand awareness with **evidence based media** using JohnnyBoards for Public Service Advertisements (PSAs). The great thing about this media is that it's an effective and affordable way to get in front of your target audience for an average of two and a half minutes. The **Unfair Advantage** we 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.



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
		325,804	

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 weeked.
 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 .

- Third party auditing provided by Ubidots.com. With the help of a former Sandia labs programmer, who specialized in sensors, and Ubidots, JohnnyBoards is able to provide a third party tracking system. The system tracked onsite counting. Over 800 men and 600 women have been counted on one day at its highest peak at a local pub.





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Understanding Social Marketing

Fifty years ago, the word “marketing” belonged only to the world of cigarettes, junk food, sneakers, and cereals—not to the world of nonprofit social service agencies or substance misuse prevention. Today, as the science of marketing has evolved, social marketing has come to play an important role in health and social service efforts. Social marketing can offer tools and techniques that prevention professionals can use to help improve prevention activities in their communities. If it’s clearly understood, adapted with care, and carried out professionally with research to back it up, social marketing can be a very useful tool for prevention professionals.

Launching a full-scale marketing campaign can play a vital role in creating community change.

Over the past 20 years, many health and social causes have used social marketing to raise awareness and produce behavior change within different audiences around the world. Social marketing techniques have also been used effectively in the fields of alcohol and other drug prevention, family planning, heart disease prevention, and energy conservation.

What is Social Marketing?

Definitions from experts usually emphasize various aspects of social marketing. Alan R. Andreasen, for instance, a major architect of social marketing, describes it as the application of commercial marketing principles and techniques to the “selling” of ideas, attitudes, and behaviors that benefit the audience and society as a whole. Philip Kotler, another social marketing expert, defines it as “applying marketing principles and techniques to advance a social cause, idea, or behavior.”





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- **Non-Profit Collaboration:** JohnnyBoards collaboration with local nonprofits or County departments charge with prevention and treatment allows for rapid growth in smaller markets by providing our indoor media model as a revenue stream to local nonprofits that rely solely on grants. 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.
- **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 for the city.
- **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 to review all media that middle school students consume and 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 "Do your research" initiative and "If then " Planning.
- **Santa Fe County:** Task JohnnyBoards to add Spanish speaking locations to our network for Prescription drug awareness and DWI awareness.
- **Additional High Risk JohnnyBoards locations:** JohnnyBoards continues to add more establishments that serve alcohol as well as locations in high risk and underserved population areas in an effort to target those who need PSA's message the most. Research proves that prevention dollars go much further than the cost of ongoing treatment.



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JohnnyBoards Indoor Advertising and Signage Capability Statement

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, and continuous improvement process tracking for 14 years. Our media will reach your target audience for 2.5 minutes on average. Other print media is seen for less than 10 seconds.

JohnnyBoards, LLC is a minority owned small disadvantage business and New Mexico DBE (DOT) based in Albuquerque NM.

Our product and service core competencies include the following.

Naics Codes:

423220: Picture frames	442299: Picture frames custom
541430: Graphic Design	541810: Ad Agency/Other services
541830: Media Buying	541840: Media Rep
541850: Display ads/Indoor	541850: Display ads/ Transit

Services

- **Placed based indoor advertising:** Placed based advertising in locker rooms, restroom, elevators, above water fountains, airport shuttles and open areas to capture your target market with their undivided attention.
- **Work place 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 solutions to enhance campaign:** Complement any print/ digital media with text messaging. Send opt-in reminders about additional info including appointments, websites, contacts, classes or PSA info. (Text **Johnny** to 505.903.1234 for more information)

Key Information

Duns#: 021559740

Partnerships / Certifications Registrations

Hispano Chamber
 Santa Fe Chamber
 City of Albuquerque
 The Ad Council
 State NMDOT- DBE
 Indoor Billboard Association
 Sandia Labs
 - 2yr ISO 9000 Training
 NM Behavior Health Div.
 - Assessment Training

Key Clients

Federal Law Enforcement
 -Training center (DHS)
 New Mexico Dept. of Health
 City of Albuquerque
 FAA
 NMDOT
 NMD of Game & Fish
 Bernalillo County
 New Mexico Job Corps
 Transcore

POC

Ruben Garcia
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Ruben@JohnnyBoards.com
www.JohnnyBoards.com



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Key New Mexico Vendors

- **Bright Ideas Promotional Ideas (Women Owned):** Produces the labels for the JohnnyBoards. Lezlieannk@brightideasstore.com web: brightideasstore.com
- **Sisneros Bros Mfg. (Minority Owned):** Produce the specialized metal framing pieces for the decorative metal JohnnyBoards. sales@sisnerosbros.com web: sisnerosbros.com
- **Affirmative Solutions (Veteran Owned):** Produce the decorative look and feel to our metal JohnnyBoards. sales@affirmative-solutions.com web: disc-it.com
- **11online.us web applications(Small Business):** Built the JohnnyBoards website/ custom database / custom text messaging application. Info@11online.us web: 11online.us
- **Eatonmediallc (Women Owned) Social Media Services:** Manages all social media including Facebook, twitter, LinkedIn and Instagram and keywords. info@eatonmediallc.com web: eatonmediallc.com

JohnnyBoards Public and Community Service Responsibilities

President IBAA - Indoor Billboard Advertising Association

President Albuquerque Job Corps - Career Technical Advisory Council

Commissioner- City of Albuquerque Commission on Economic Indicators

Committee Member - Hispano Chamber of Commerce- Health and Wellness Committee

Committee Member – Opiate Prevention Implementation Team

Opioid Middle School Prevention group



Ruben Garcia started his career in the government services sector as a graduate of DeVry. He held a Government Q Clearance to provide Computer hardware/ software support to New Mexico federal facilities. New to the advertising business in 2000, he quickly realized that having a partner with OOH experience was important to the growth of JohnnyBoards. His career in advertising and marketing for the past 14 yrs. has been focused on continual learning. Business processes continue to evolve and learning new ideas have helped JohnnyBoards improve its business model, productively, profitability and most importantly long term business relationships. This focus on processes and measurement has allowed Ruben to serve JohnnyBoards clients in an efficient and effective manner. He recently completed 360 hours in a full day class environment with hands-on, real-time coding, learning, and being part of web development team at Deep Dive coders, a programming school focused on agile, test-driven development.