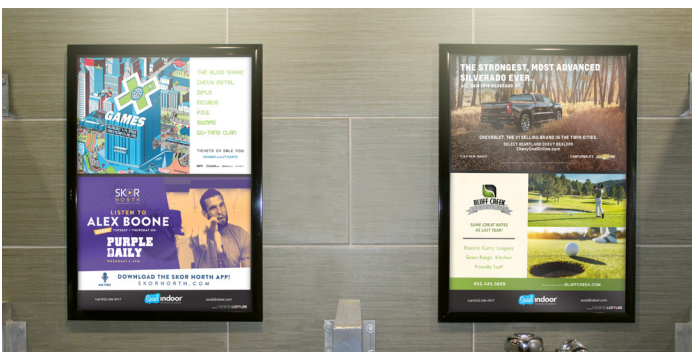




CAPTIVE ADVERTISING for a **DISTRACTED WORLD**



DIGITAL & PRINT INDOOR ADS

are the ultimate in captive audience marketing because consumers can't flip the page, change the channel, or turn it off. For digital, your continuous ad loop runs **560 times per day**, per monitor. Print is static, and remains framed.

VENUES OF ALL KINDS

Target your audience by the venues they frequent! Put your brand in **sports bars, concert venues, breweries, family restaurants, sports arenas, night clubs, gyms, fine-dining**, & more! Target by **gender**, and by **metro, suburban** or **rural areas**.

LOCATIONS ALL ACROSS CENTRAL MN!



REACH A CENTRAL MINNESOTA AUDIENCE!

82% OF AMERICANS IGNORE WEB ADS

The online ads Americans are most likely to ignore included: online banner ads (73%), followed by social media ads (62%), and search engine ads (59%).

GOO STUDY: *Most of Us Ignore Online Ads* (2014). businesswire.com.



Out-Of-Home Advertising Drives **4 TIMES MORE ONLINE ACTIVITY**

Per ad dollar spent than TV, Radio & Print

Nielsen Study: *OOH Most Effective in Driving Online Activity* (2017). OAAA.org.



“Restroom ads reach the audience most coveted by advertisers: 21-35 years old who like to go out and spend money. Restroom ads also allow companies to target gender with 100% accuracy.” - *Fortune Media*

“Talk about a captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly. Restrooms advertising is naturally an efficient medium for targeting strictly male or female audience” - *Adweek*



ROTATION

Change digital ads as often as you wish. At no extra cost! Print creatives can change out monthly.



ENGAGEMENT

Ads above vanity areas and urinals can't be missed. They also target a gender specific, captive audience.



COST EFFECTIVE

Social Indoor works with all budgets, and is a much more affordable option than traditional advertising services.