



SECOND
PUBLIC RECYCLING
NATURE

Street Level Billboards 2017

Demographic, CPM, & Pricing



SECOND PUBLIC RECYCLING NATURE

Second Nature Media has an average CPM is under \$4.

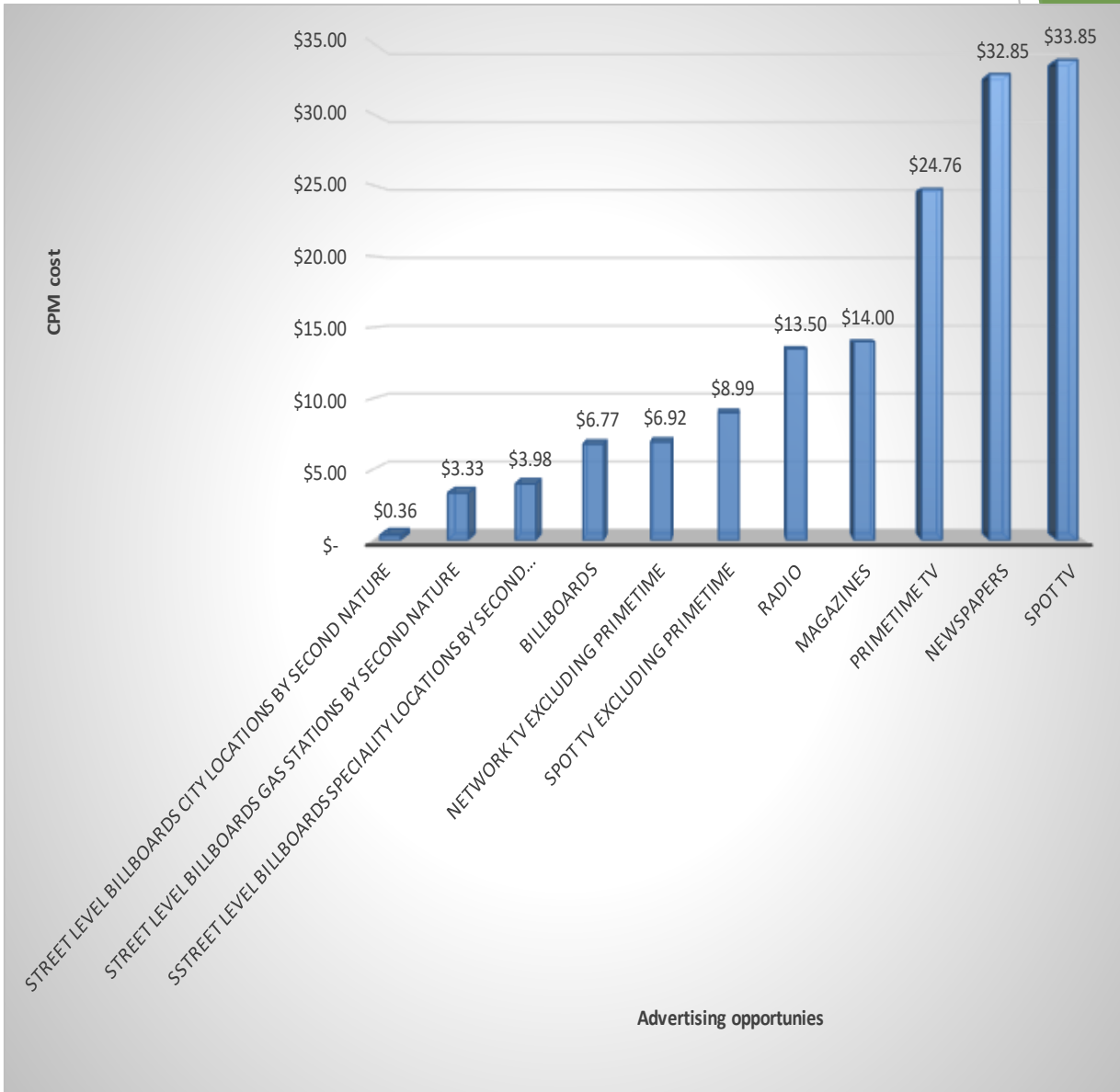
As low as \$0.36 with certain areas
\$.07 CPM

- ▶ **Second Nature's Container Billboards are almost half the cost to Billboards and 4 or 5 times less expensive than more other advertising available based on CPM and impression cost. With some locations as low as \$0.36 cpm.**
- ▶ **Numbers don't include pedestrian data for City of Omaha. Most locations are at intersections and/or with high pedestrian traffic areas for better results than billboards.**
- ▶ **Our events locations and setup allow consumers to take time see and read your message. Much better than typical billboards when consumers are driving at high speeds.**



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Second Nature Street Level Billboards vs typical media available





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Second Nature Street Level Billboards CPM and Impressions

- ▶ Our cost is as low as \$25 per sign per month.
- ▶ We offer annual and volume discounts
- ▶ Event packages available
- ▶ Over 120 events and many multiple week events

▶ <u>Average CPM City Locations:</u>	<u>\$0.36</u>
▶ <u>Gas Stations:</u>	<u>\$3.33</u>
▶ <u>Specialty Locations:</u>	<u>\$3.98</u>

▶ Compare to other Media:

▶ <u>Billboards: CPM</u>	<u>\$5 to \$6.77</u>
▶ <u>Radio: CPM</u>	<u>\$13.50</u>
▶ <u>Newspaper: CPM</u>	<u>\$32.85</u>
▶ <u>TV: CPM</u>	<u>\$8.99 to \$33.85</u>

*information from <http://www.burkhardtadv.com/why-outdoor/ooh-vs-other-media/> and <http://www.frac.tl/research/marketing-costs-compared>



SECOND PUBLIC RECYCLING NATURE

Td Ameritrade and Centurylink Arena Street Level Billboards

- ▶ 13 Display containers with 52 Street Level Billboards
- ▶ Quarterly price for 13 signs is \$975.00, annual price \$3,900.00
- ▶ CPM is \$0.12. EADT is 88,428 with quarterly impressions of 7,958,520
- ▶ Monthly impressions cost(EADT (est. average daily traffic) x .1 (10% of traffic view) x .005 (1/2 cent per impression) x 30 (days per month): \$ 1,326

- ▶ Quarterly value: \$3,979 CPM savings \$3,004.00
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 6,102
 - ▶ Median resident age: 28.4 years
 - ▶ Estimated median house/condo value in 2013: \$261,900
 - ▶ Average Adjusted Gross Income (AGI) in 2012: \$86,813
 - ▶ Males: 3,576 (58.6%) Females: 2,526 (41.4%)



SECOND PUBLIC RECYCLING NATURE

Downtown Omaha and Old Market

Street Level Billboards

- ▶ 80 Display containers with 320 Street Level Billboards
- ▶ Quarterly price for 80 signs is \$6,000.00, annual price \$24,000.00
- ▶ CPM is \$0.08. EADT is 848,244 with quarterly impressions of 76,341,960
- ▶ Monthly impressions cost(EADT (est. average daily traffic) x .1 (10% of traffic view) x .005 (1/2 cent per impression) x 30 (days per month): \$12,724
- ▶ Quarterly value: \$38,171 CPM savings \$32,171.00
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 6,102
 - ▶ Median resident age: 28.4 years
 - ▶ Estimated median house/condo value in 2013: \$261,900
 - ▶ Average Adjusted Gross Income (AGI) in 2012: \$86,813
 - ▶ Males: 3,576 (58.6%) Females: 2,526 (41.4%)
- ▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



SECOND PUBLIC RECYCLING NATURE

South Omaha Street Level Billboards

- ▶ 18 Display containers with 72 Street Level Billboards
- ▶ Quarterly price for 18 signs is \$1,350.00, annual price \$5,400.00
- ▶ CPM is \$0.07. Quarterly impressions of 7,560,000
- ▶ Monthly impressions cost(EADT (est. average daily traffic) x .1 (10% of traffic view) x .005 (1/2 cent per impression) x 30 (days per month): \$1,260

- ▶ Quarterly value: \$3,780 CPM savings \$2,430
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 29,657
 - ▶ Median resident age: 35.1 years
 - ▶ Estimated median house/condo value in 2013: \$134,175
 - ▶ Average Adjusted Gross Income (AGI) in 2013: \$55,562
 - ▶ Males: 26,204 (48.8%) Females: 27,459 (51.2%)

▶ Read more: <http://www.city-data.com/zip/68102.html#ixzz4PofXNNL>



SECOND PUBLIC RECYCLING NATURE

City of Bellevue Street Level Billboards

- ▶ 42 Display containers with 168 Street Level Billboards
- ▶ Quarterly price for 42 signs is \$3,150.00, annual price \$12,600.00
- ▶ CPM is \$0.42. EADT is 204,278 with quarterly impressions of 18,385,020
- ▶ Monthly impressions cost(EADT (est. average daily traffic) x .1 (10% of traffic view) x .005 (1/2 cent per impression) x 30 (days per month): \$ \$3,064
- ▶ Quarterly value: \$9,193 CPM savings \$7,843
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 29,657
 - ▶ Median resident age: 30.1 years
 - ▶ Estimated median house/condo value in 2013: \$89,400
 - ▶ Average Adjusted Gross Income (AGI) in 2012: \$\$29,769
 - ▶ Males: 15,212 (51.3%) Females: 14,445 (48.7%)

▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



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City of Ralston and Ralston Arena Street Level Billboards

- ▶ 39 Display containers with 156 Street Level Billboards
- ▶ Quarterly price for 29 signs is \$1,000.00, annual price \$4,000.00
- ▶ CPM is \$2.67. quarterly impressions of 375,000
- ▶ Quarterly impressions cost (impressions) X .005 (1/2 cent per impression):
Quarterly value \$1,875 CPM savings \$875
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 21,496
 - ▶ Median resident age: 35.4 years
 - ▶ Estimated median house/condo value in 2013: \$139,600
 - ▶ Average Adjusted Gross Income (AGI) in 2012: \$48,189
 - ▶ Males: 10,777 (50.1%) Females: 10,719 (49.9%)
- ▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



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Nebraska City Street Level Billboards

- ▶ 15 Display containers with 60 Street Level Billboards
- ▶ Quarterly price for 15 signs is \$1,125.00, annual price \$4,500.00
- ▶ CPM is \$1.13. quarterly impressions of 1,000,000
- ▶ Quarterly impressions cost (impressions) x views x .005 (1/2 cent per impression):

Quarterly value \$5,000.00 CPM savings \$3,875.00

- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 7,255
 - ▶ Median resident age: 38.8 years
 - ▶ Estimated median house/condo value in 2013: \$103,154
 - ▶ Average Adjusted Gross Income (AGI) in 2013: \$42,916
 - ▶ Males: 3,508 (48.4%) Females: 3,747 (51.6%)

▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



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Sac Museum Ashland, NE Street Level Billboards

- ▶ 8 Display containers with 32 Street Level Billboards
- ▶ Quarterly price for 8 signs is \$600 annual price \$2,400.00
- ▶ CPM is \$4.00. quarterly impressions of 150,000
- ▶ Quarterly impressions cost (impressions) x views x .005 (1/2 cent per impression):

Quarterly value \$3,750 CPM savings \$3,150

- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 2,513
 - ▶ Median resident age: 39.4 years
 - ▶ Estimated median house/condo value in 2013: \$122,229
 - ▶ Average Adjusted Gross Income (AGI) in 2013: \$51,905
 - ▶ Males: 1,354 (53.9%) Females: 1,159 (46.1%)

▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



SECOND PUBLIC RECYCLING NATURE

Midtown Crossing Street Level Billboards

- ▶ 6 Display containers plus 6 for special events with 48 Street Level Billboards
- ▶ Quarterly price for 6 signs is \$1,250 annual price \$5,000.00
- ▶ CPM is \$4.75. quarterly impressions of 262,500
- ▶ Quarterly impressions cost (impressions) x views x .005 (1/2 cent per impression):
Quarterly value \$6,563 CPM savings \$5,313
- ▶ Demographics information:
 - ▶ Estimated zip code population in 2013: 13,317
 - ▶ Median resident age: 29.8 years
 - ▶ Estimated median house/condo value in 2013: \$100,200
 - ▶ Average Adjusted Gross Income (AGI) in 2012: \$37,671
 - ▶ Males: 6,582 (49.4%) Females: 6,735 (50.6%)

▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



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Papillion and Haleck Park (Best Places to Live) Street Level Billboards

- ▶ 10 Display containers with 40 Street Level Billboards
- ▶ Quarterly price for 10 signs is \$1,250 annual price \$5,000.00
- ▶ CPM is \$0.19. quarterly impressions of 6,570,000
- ▶ Quarterly impressions cost estimated traffic count of 73,000 per day not counting visitors or foot traffic with estimated 3 views per visitor and value per impression of \$.005 * 10% :

Quarterly value \$3,285 CPM savings \$2,035

- ▶ Demographics information:
 - ▶ Estimated zip code population in 2012: 23,270
 - ▶ Median resident age: 36.6 years
 - ▶ Estimated median house/condo value in 2013: \$163,032
 - ▶ Average Adjusted Gross Income (AGI) in 2013: \$68,024
 - ▶ Males: 11,572 (49.7%) Females: 11,698 (50.3%)

- ▶ Read more: <http://www.city-data.com/zips/68102.html#ixzz4PpftXNNL>



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Convenient Stores and Gas Stations Street Level Billboards

- ▶ 83 Display containers with 332 Street Level Billboards
- ▶ Quarterly price for 1 locations 5 signs is \$1,200.00, annual price \$4,800.00
- ▶ CPM is \$3.33. quarterly impressions of 360,000
- ▶ Quarterly impressions cost Gas stations: average 1000 visits per day, 4 views per visitor for a total of 3000 impressions per day. Value per impression \$.005

Quarterly value \$1,800 CPM savings \$600.



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*City of Omaha traffic estimates are from: Data provided by City of Omaha Traffic Engineering Division - 24 hour Traffic Volume

*info for gas stations from CEDS website: <http://ceds.org/traffic.html>

*Nebraska City: information from Chamber of commerce and <http://www.roads.nebraska.gov/travel/map-library/>

*cpm data from: <http://www.burkhartadv.com/why-outdoor/ooh-vs-other-media/> and <http://www.frac.tl/research/marketing-costs-compared>

*Event attendance and recycling materials are estimated or from information from venue.

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