



# SECOND PUBLIC RECYCLING NATURE

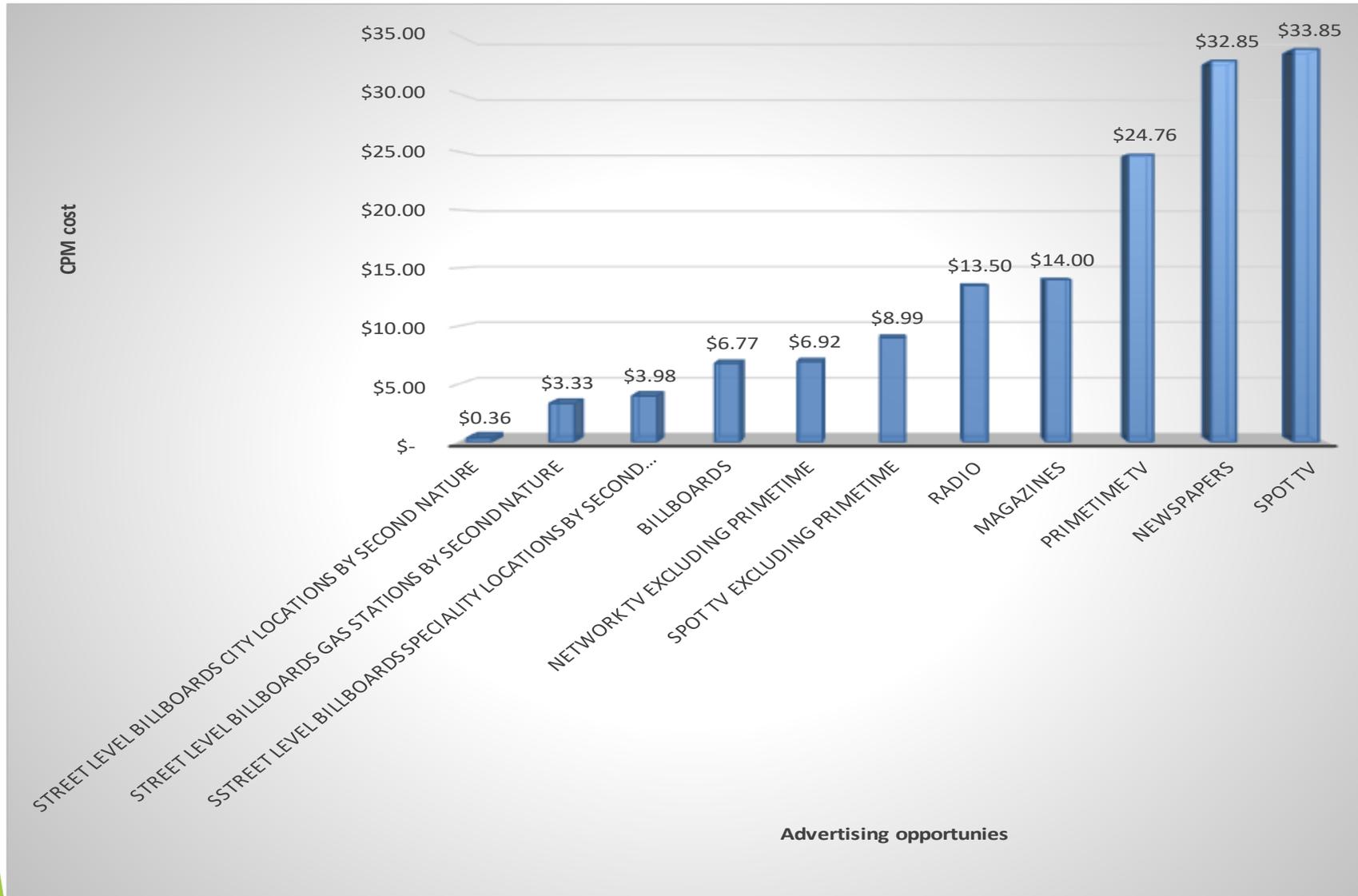
Demographic, CPM, & Pricing  
Street Level Billboards 2017

# Second Nature Media 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.



# Second Nature Street Level Billboards vs typical media available



**SECOND**  
PUBLIC RECYCLING  
**NATURE**

# 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
- ▶ Average CPM City Locations: \$0.36
- ▶ Gas Stations: \$3.33
- ▶ Specialty Locations: \$3.98
- ▶ Compare to other Media:
- ▶ Billboards: CPM \$5 to \$6.77
- ▶ Radio: CPM \$13.50
- ▶ Newspaper: CPM \$32.85
- ▶ TV: CPM \$8.99 to \$33.85

▶ \*information from <http://www.burkhartadv.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%)**

# 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%)**

# 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%)**

# 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%)**

# 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%)**

# 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%)**

# 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>

# 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>

# 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%)

# 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.**



# SECOND PUBLIC RECYCLING NATURE

\*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/oooh-vs-other-media/> and

<http://www.frac.tl/research/marketing-costs-compared>

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

\*This presentation (the "Presentation") is prepared for informational purposes only.

Second Nature disclaims any and all liability for any express or implied representations or warranties contained herein and for any omissions from this Presentation or any other written or oral communication transmitted to any party.

## confidentiality

This document and the information contained herein is provided solely for the purpose of acquainting the reader with Second Nature. It is

proprietary information to the company. By accepting this document, the recipient agrees to keep the contents in strictest confidence and not

to reproduce or further distribute it without the express written consent of an officer of Second Nature.