



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

# **Street Level Billboards**

## **MEDIA KIT**



# SECOND PUBLIC RECYCLING NATURE

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

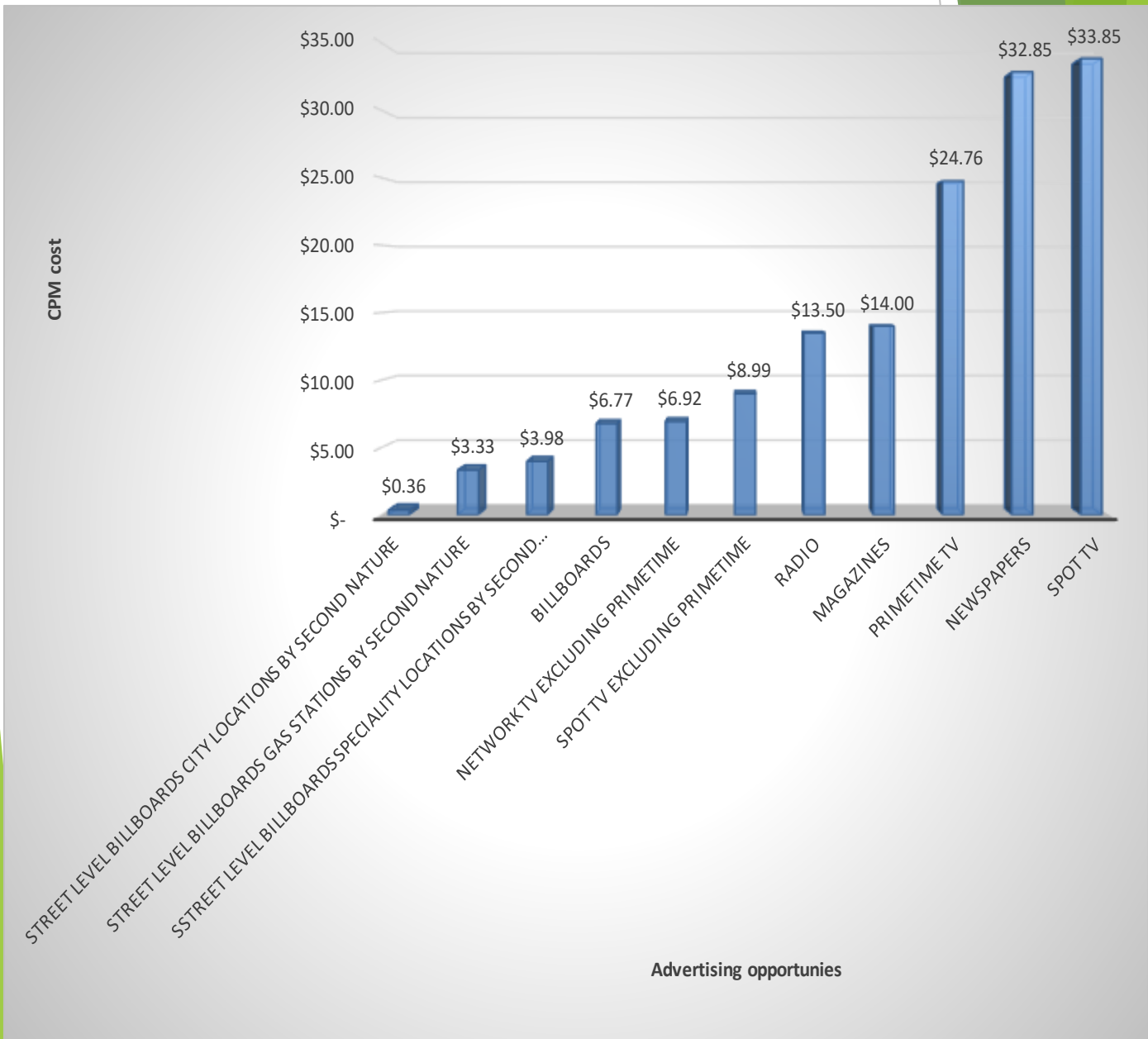
As low as \$0.36 with certain areas  
\$.07 CPM

- ▶ 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 \$0.07 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.
- ▶ Over 2.5 million people attend the over 125 events the Recycling on the Go program participates in.



# SECOND PUBLIC RECYCLING NATURE

## Second Nature Street Level Billboards vs typical media available





# SECOND PUBLIC RECYCLING NATURE

**Most cost-effective advertising for your business!  
Second Nature Street Level Billboards is much  
more cost effective than other media sources!**

**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 value. City of Omaha  
CPM: \$0.36, Gas stations CPM: \$3.33 and Specialty  
locations CPM: \$3.98. 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.**

**Brand your company or promote your  
business at over 125 events, 600 billboards  
across Nebraska with 2.5 million people  
attending these locations.**



# 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 125 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 CHI Health 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/zips/68102.html#xxxx4PpftXNNL>





# SECOND PUBLIC RECYCLING NATURE

## City of Bellevue Street Level Billboards

- ▶ 30 Display containers with 120 Street Level Billboards
- ▶ Quarterly price for 24 signs is \$1,750.00, annual price \$7,000.00
- ▶ 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>



# SECOND PUBLIC RECYCLING NATURE

## 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>



# SECOND PUBLIC RECYCLING NATURE

## 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>



# SECOND PUBLIC RECYCLING NATURE

## 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#xz4PpftXNNL>



# 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>



# SECOND PUBLIC RECYCLING NATURE

Papillion and Halleck Park, Papio Bay Water Park, City Park, Eagle Hills & Tara Hills golf courses, Lawrence Petersen Park, Sumter Amphitheater, Prairie Queen & Walnut Creek Recreation Areas (Best Places to Live)

## Street Level Billboards

- ▶ 35 Display containers with 140 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>



## City of Gretna Street Level Billboards

Leo Royal Memorial Park,  
Fields at Gretna Soccer/baseball Park,  
Peterson Memorial Park/swimming pools,  
Gretna City Park,  
New Gretna Public Works Building.

25 containers at Leo Royal Memorial Park, Fields at Gretna Soccer/baseball Park, Peterson Memorial Park/swimming pools, Gretna City Park, and the New Gretna Public Works Building.

10 signs on 10 containers quarterly: \$1,000 with sign production  
Annually \$3,750.00

Population 5890 as of 2014

Gretna is a rapidly growing community nestled quietly between Omaha and Lincoln off I-80. Located in on the west edge of Sarpy County, Gretna lies 10 to 20 minutes from Omaha and 30 to 40 minutes from Lincoln.



**Gretna**  
THE GREAT LIFE





# SECOND PUBLIC RECYCLING NATURE

## 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.

- ▶ 1. Anderson's food mart at I80 and 144th
- ▶ 2. Anderson's food mart at 180th and Center
- ▶ 3. Anderson's food mart at 142nd center
- ▶ 4. Cubbys at 13th downtown
- ▶ 5. Hyvee 180th pacific
- ▶ 6. Hyvee 156th maple
- ▶ 7. Hyvee 132nd dodge and groc store
- ▶ 8. Hyvee 96th Q
- ▶ 9. Hyvee 90th center
- ▶ 10. Hyvee 52nd center
- ▶ 11. Hy Vee 76 Cass
- ▶ 12. Hy Vee Stony Brook
- ▶ 13. Hy Vee highway 370 and 84th





# SECOND PUBLIC RECYCLING NATURE

With the support of the Nebraska Environmental Trust over the last several years, Second Nature has been providing Recycling on the Go! to over 2 million people last year at over hundred events. The Nebraska Environmental Trust also helps provide our service at all our locations.

The Nebraska Environmental Trust has been working to protect Nebraska's natural resources for 25 years. Using Nebraska Lottery proceeds, the Trust has provided over \$289 million to projects across Nebraska for habitat restoration and preservation, water conservation, environmental education, waste management and recycling.





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

**Port-A-Johns**

**Second Nature has partnered with Port-A-Johns to provide Clean and Reliable Portable Restroom Rental and Services. By partnering together, we can help reduce some of the work at events. We can help coordinate our services together. This will help us reduce costs which allows us to continue our program.**

**Rely on Port-A-Johns, Inc. for clean portable restrooms. We are the leader in portable restroom rental in the Midwest. We provide fast, friendly service and allow you to plan your event with peace of mind knowing you are covered for toilet rental. We're here for your sanitation needs, large or small. Providing pickup, delivery, clean-out porta potties for:**

construction sites  
weddings  
Festivals  
concerts and other outdoor events  
Parks  
graduations  
Churches  
marathons and triathlons  
and other events



# 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/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. Impressions are calculated from public data.

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# SECOND PUBLIC RECYCLING NATURE

## JOIN OUR CAUSE

SUPPORT THE ENVIRONMENT THROUGH SPONSORSHIP. YOUR SPONSORSHIP HELPS SUPPORT RECYCLING. IT'S GOOD FOR THE ENVIRONMENT

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