



# CAPTIVE ADVERTISING

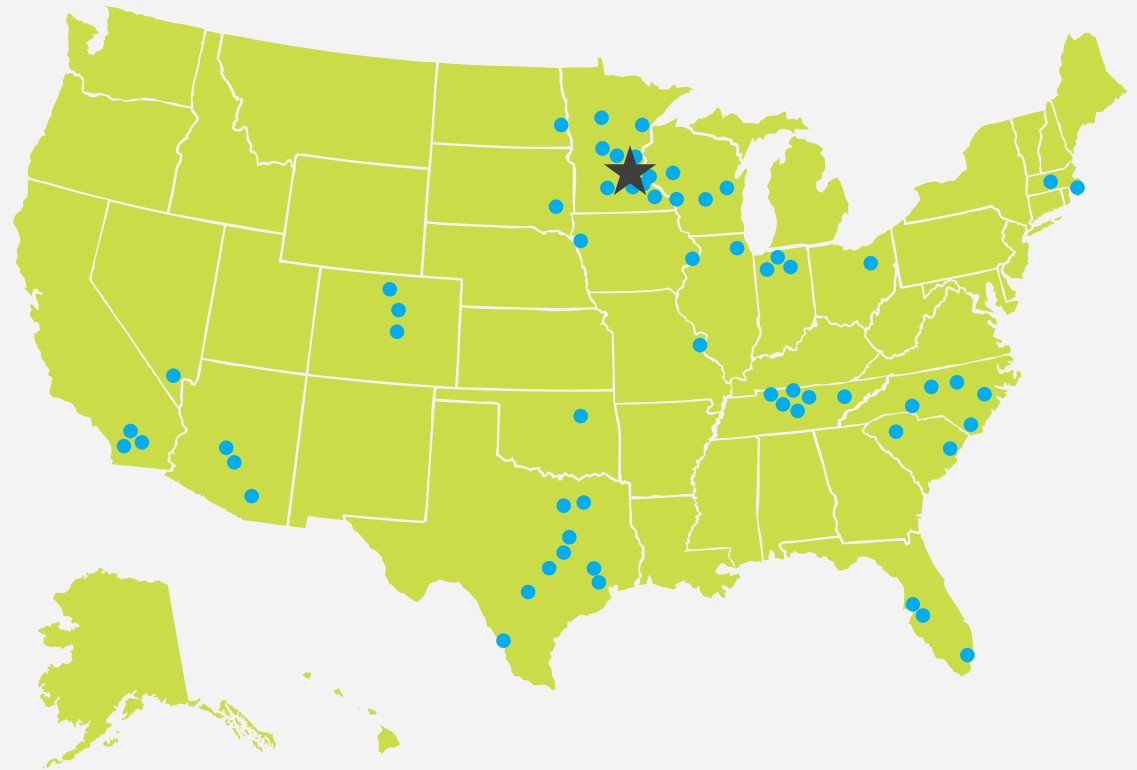
for a

# DISTRACTED WORLD

**Social**indoor<sup>®</sup>

MADISON  
MEDIA KIT

Advertise in our  
**STRONG LOCAL  
VENUE NETWORK**  
with  
**NATIONWIDE  
COVERAGE**



★ = Social Indoor  
Headquarters

● = Franchise  
Market

## PLACE-BASED QUALITY ADVERTISING

When you advertise within our network, your brand will reach consumers in high-traffic restaurants, bars and venues all across the area with lasting impressions.





## DIGITAL INDOOR ADS

are the ultimate in captive audience marketing because consumers can't flip the page, change the channel, or turn it off. Digital ads allow for multiple creative changes on the fly. Your continuous ad loop runs **560 times per day**, per monitor.



## 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! Allow your brand to be a part of their experience.

# THE BENEFITS

## ROTATION

You can change your ads as often as you wish, and/or run multiple creatives.

## ENGAGEMENT

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

## COST EFFECTIVE

Digital media means you don't pay for print production. Your ad could post for less than a dollar per day.

## TARGET MARKET

Ads can be targeted to men or women; metro, suburban, or rural areas and other demographics based on the location and venue type.

## CREATIVE

Ads can be static, or full motion. In-house creative services are available upon request.





# geopath

*means...*

## THIRD PARTY AUDITED INVENTORY

### INDUSTRY STANDARD

Geopath measures and analyzes audience location to determine how consumers engage with out-of-home advertising as they move throughout the world.

### CREDIBILITY & TRANSPARENCY

When a company's inventory is audited, it means the data and metrics provided can be trusted.

### ACCURATE METRICS

Geopath verifies the accuracy of their statistics related to ad impressions and other key performance indicators. Advertisers can have confidence in the data, enabling them to make more informed decisions.

### PROOF OF PERFORMANCE

Our clients can be assured their ads are reaching the intended audience while generating quality results. We can provide evidence of the actual reach and impact of the campaign.



# THE NUMBERS *AS OF APRIL 2024*



**3K+**

**AUDITED DIGITAL BOARDS**  
ACROSS THE USA



**73M+**

**AVG. IMPRESSIONS TOTAL**  
MONTHLY ACROSS THE USA



**25K+**

**AVG. IMPRESSIONS**  
PER BOARD PER MONTH



**6,300+**

**AVG. IMPRESSIONS**  
PER BOARD PER WEEK



**900+**

**AVG. IMPRESSIONS**  
PER BOARD PER DAY

*...AND GROWING!*

ALL DATA PROVIDED BY **geopath**

# LOCAL AND REGIONAL VENUES

We work with the area's most popular restaurants, bars, gyms, arenas, theaters, golf courses and more!



# WELL-KNOWN BRANDS

We can accommodate any budget for hyper local coverage or go across the country.

Refresh Exteriors advertisement featuring a Google A+ rating, a before/after photo of a house, and a QR code for an instant roof quote. Text includes: "REFRESH EXTERIORS", "ROOFING - SIDING - GUTTERS", "AFTER BEFORE", "You may have storm damage and not even know it!", "612-324-ROOF • refreshEXT.com", and "SCAN NOW TO GET YOUR INSTANT ROOF QUOTE!".

State Farm advertisement featuring a family eating together and a photo of agent Joe Breen. Text includes: "Eat local. Insure local.", "State Farm", "Auto • Home • Property • Life • Business", "agent JOE BREEN", "joebreen@statefarm.com 612.255.1923", and "6001 Hwy 104 N.E. 30 280 Winnetka, MN".

TJ Pierret real estate advertisement featuring a house, a QR code, and a photo of TJ Pierret. Text includes: "SOLD!", "IN SOUGHT AFTER PROSPECT PARK", "319 SEYMOUR PLACE SE", "3 BED | 3 BATH | 2,870 FT<sup>2</sup>", "TJ PIERRET", "651-755-6669", "TJSAVVYREALTOR.COM", and "COLDWELL BANKER REALTY".

Morrie's Subaru advertisement featuring a Subaru SUV and a photo of the service center. Text includes: "MORRIE'S Brooklyn Park Subaru", "Be Prepared for Your Next Adventure", "Come and Experience the Largest Subaru Service Center in Minnesota.", "Learn More at MorriesBrooklynParkSubaru.com", and "7880 Brooklyn Blvd, Brooklyn Park, MN 55445".

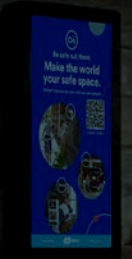
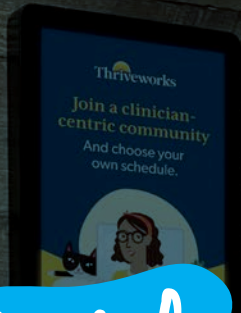
Nature Valley advertisement featuring a Nature Valley bar and the text: "EASY. DELICIOUS. ANY TIME. ANYWHERE.", "NATURE VALLEY CRUNCHY Oats 'n Honey", and "Find Nature Valley bars at your local convenience store."

Discover advertisement featuring a Discover credit card and a tropical beach scene. Text includes: "99% of places in the U.S. take Discover®", "DISCOVER", "So you can relax", and "Among places that take credit cards. According to the Feb. 2021 Nilson report."

Metro by T-Mobile advertisement featuring the Metro logo and text: "metro by T-Mobile", "THE BIG 5G UPGRADE!", "ONE LINE UNLIMITED 5G ACCESS", "\$25 /MO.", and "WHEN YOU SWITCH & TRADE-IN".

Starbucks advertisement featuring Starbucks coffee products and the text: "Starbucks logo", "THAT STARBUCKS® COFFEE FEELING MADE READY", and "COLD BREW, ICED COFFEE, CARAMEL MACCHIATO".





# Social Indoor®

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2024 Edition  
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