

Indoor Advertising Works!
Information & Rates

Effectively connecting **you**
to your **target market.**

www.yourimagemedia.com

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What is Indoor Advertising Works?

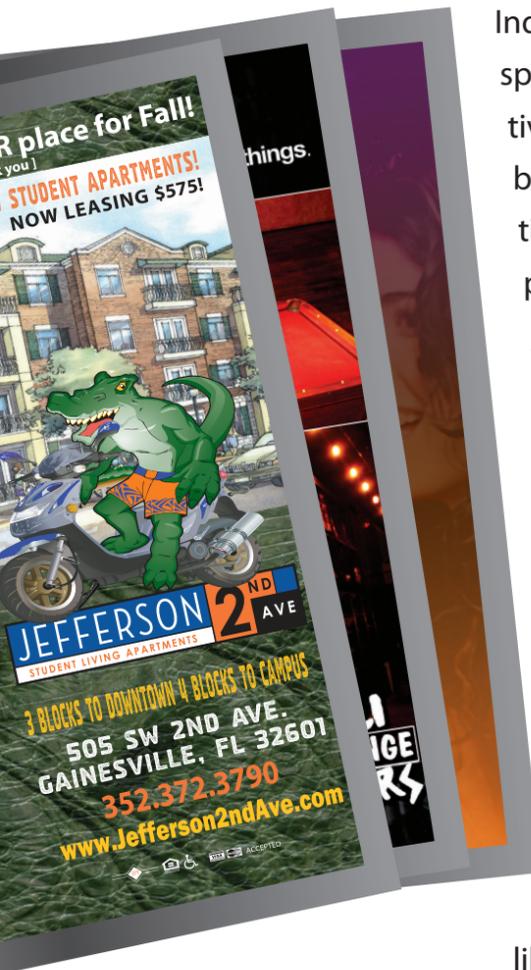
Indoor Advertising Works is a division of Your Image Media that specializes in Indoor Billboards. We focus on targeting and effectively capturing lasting impressions on the 18-54 year-old market, by **using innovative and fresh channels**. This market is traditionally on the move and hard to reach, yet holds the highest percentage of disposable income.

With Your Image Media's Indoor Advertisements you can target your market with nearly 100% precision. We can zero in on your market by age, gender, and lifestyle, to reach exactly who you want to leave an impression on, with almost no wasted impressions. Through our surveys, we know who dines, who works out, and who patronizes different venues in the Gainesville Area, and how many times a month they do it. Not only can we select by lifestyle, we can also select by dayparts and current interests.

Example: A woman viewing one of our ads in a higher-end retail changing room is shopping for clothes, and is most likely interested in getting a manicure, or frequenting a salon.

What are the Host Benefits?

As a host for these indoor advertisements, you will be entitled to free indoor billboards for the duration of our hosting arrangement. Qualified hosts receive one-half price off any advertising purchased through Your Image Media. As part of our contract, we will be visiting your establishment once per month for upkeep and ad rotation. This ensures that our materials will be up to date, and that your frames will always be in excellent shape. Our ads give individuals, organizations and businesses a way to reach specific locations. This decreases the number of flyers and print ads that frequently litter establishments.



Strategic Advertisement Placements include:



- In front of fitness machines
- Beside mirrors
- At mail pickup locations at apartment complexes
- Behind stall doors in women's restrooms
- Above urinals in men's restrooms
- Above clothing hooks in changing rooms
- Changing areas in tanning facilities
- And many more!

Will Advertising In Restrooms Make My Company Look Bad?

A study conducted asked people what they thought of the ads. Did they view them in a positive or negative light? 98% of those surveyed had a positive or neutral reaction to the ads, which leaves a mere 2% viewing indoor ads in a negative light. People actually appreciate the ads being there to entertain them!

Indoor Advertising Frames Rates PRICE PER FRAME

	1 Month Pkg.	3 Month Pkg.	6 Month Pkg.	12 Month Pkg.
30+ Ads	\$37 each	\$32 each	\$27 each	\$22 each
21-30 Ads	\$38 each	\$33 each	\$28 each	\$23 each
11-20 Ads	\$39 each	\$34 each	\$29 each	\$24 each
1-10 Ads	\$40 each	\$35 each	\$30 each	\$25 each

Design Charge: \$50 - Color Printing \$1 per copy. If you plan to submit your own artwork please make sure they are least 300 dpi and in a usable format. Web graphics **can not** be used. Preferred files are .pdf, .cdr, .ai, .eps, or high-quality .jpg