

NUTS &  
BOLTS

**Mixed Media**

Group, Inc.



*Billy Board*

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# Table of Contents

**1-12 WHY**

**13-16 WHAT**

**17-20 WHERE**

**21-24 HOW MUCH**

WHY

Increase of **94%** in 11 weeks!

**Before****18.7**

Avg Daily  
Unique  
Visitors to  
Website

3 Rotary AdLites concentrating on SouthEast McHenry County

**After****36.3**

Avg Daily  
Unique  
Visitors to  
Website

WHY

Increase of **164%** in 16 weeks!

**Before****21.7**

Avg Daily  
Unique  
Visitors to  
Website

2 Rotary AdLites concentrating on Northern McHenry County

**After****57.3**

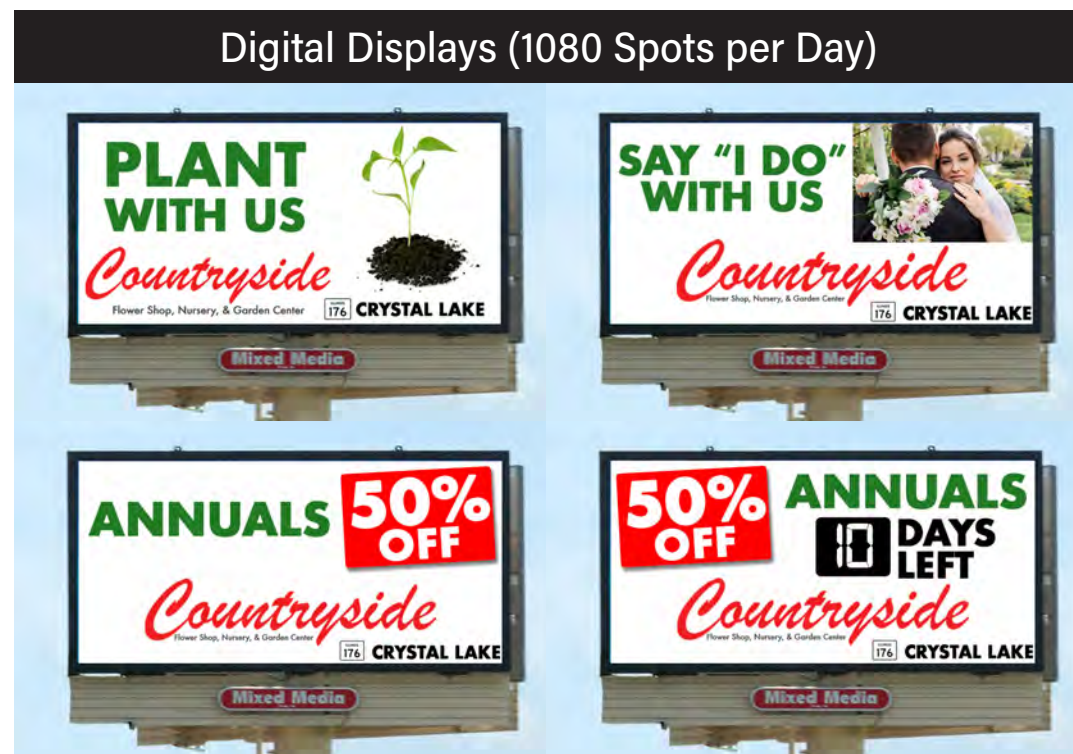
Avg Daily  
Unique  
Visitors to  
Website

Schopen Pest Solutions has seen steady growth in web traffic through Organic Search and Direct Traffic from Day 1 of their program.

WHY

Increase of **49%** in 8 weeks!

**Before**  
**188.5**  
Avg Daily  
Visitors to  
Website



Countryside Flower Shop was VERY well trafficked before the campaign and still saw a huge jump in numbers, including a 65% increase in Organic Search Traffic. They were so pleased with the results they immediately added a 2nd advertising slot

**After**  
**280.5**  
Avg Daily  
Visitors to  
Website

WHY

Increase of **293%** in 2 months!

Sponsorship  
and  
Donations  
**DOUBLED**  
from  
previous  
year



attendees and volunteers reaching our Website than any of the past 3 years. This is a brilliant way for anyone to raise awareness for any cause or any business looking to grow! I look forward to the synergy we have created to only grow in future years!"

A Quote from Louis Vasquez:

"In past years, we have tried advertising through Newspapers, Indoor Electronic Advertising, AM/FM Station Commercials and Flyers but the response we received through the North/South Route 31 Billboard was very beneficial to the A Million Dreams Foundation which raises money for Make-A-Wish. We received more

Increase of **16%** in 7 weeks!



- **73% Increase** in traffic from social media
- **21% Increase** in mobile traffic
- **20% Increase** in organic search traffic
- **16% Increase** in overall web traffic

RECORD TURN OUTS FOR CUBS GAMES

Galati's website was VERY well trafficked before the campaign and still saw a significant jump along with record turnout for Cubs Playoff games.

Gaming Customer Results

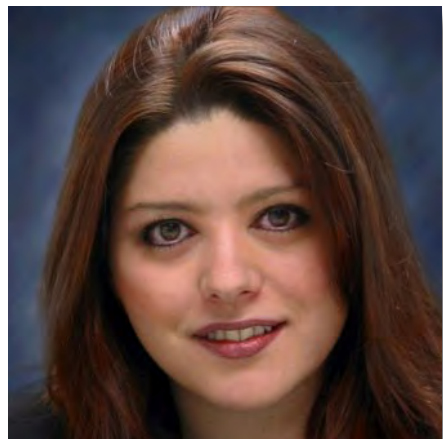
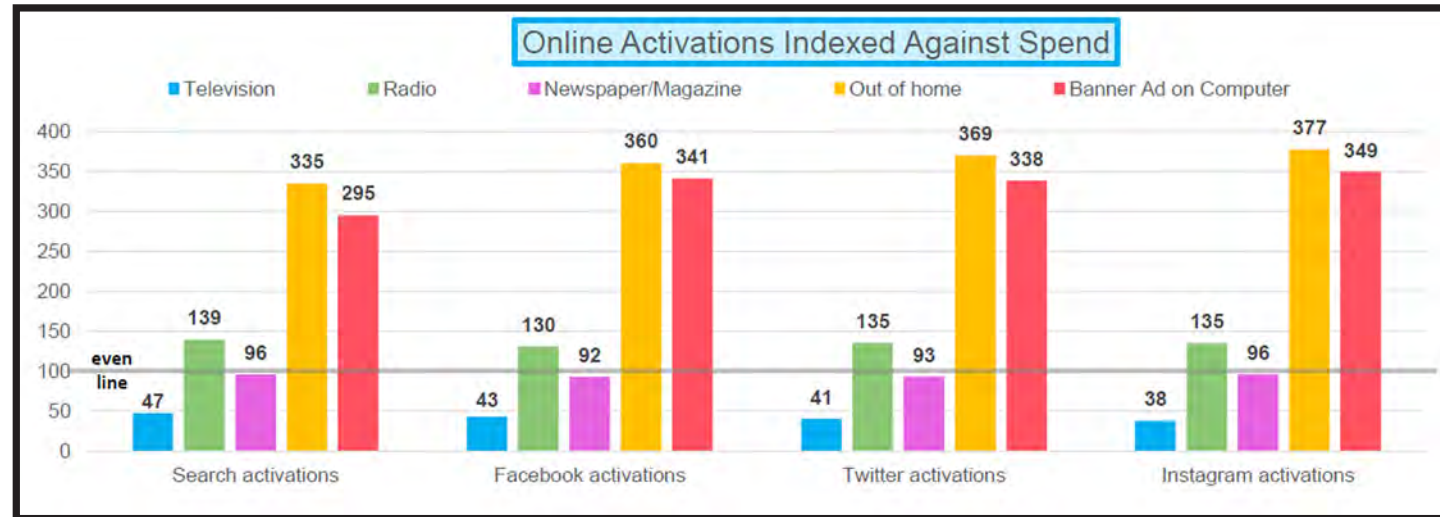
Establishment	Average Income Before Program	Average Income During Program	% Increase	ROI*
Lucky Bernie's Woodstock	\$5,025	\$12,744	153.64%	<b>1930%</b>
Lucky Bernie's Huntley	Advertised prior to opening. In less than 3 months they were over \$13,000/month			
Lucky Lulu's	\$5,461	\$9,824	79.88%	<b>698%</b>
Goal Line Sports Bar	\$1,665	\$2,731	63.98%	<b>215%</b>
Diamond Deli & Wine	\$3,201	\$3,784	18.20%	<b>212%</b>
Fox Hole Pizza	\$2,061	\$2,632	27.74%	<b>208%</b>
Multi-Location Program (8 establishments)	\$65,813	\$73,230	11.27%	<b>593%</b>

\*ROI Numbers are purely gaming based and do not take into account food or drink from increased traffic.

Actual results from current and former customers obtained via public record (Illinois Gaming Board website).

WHY

## Billboards drive Websites and Social Media better than anyone!



**Diane Williams**  
Vice-President of Media Analytics



Out of home (OOH) advertising is the most effective medium in driving online activity, according to a study released by Nielsen. OOH advertising delivers more online activity per ad dollar spent than banner ads, television, radio, and print.

# WHY?

**BILLBOARDS ARE THE LAST  
UNAVOIDABLE MEDIUM**

**ALL OTHER MEDIUMS CAN BE**

- SHUTOFF
- SKIPPED
- IGNORED

NEW TECHNOLOGIES SUCH AS  
**COMCAST'S SMART RESUME**  
ARE ALLOWING YOUR **TARGET CONSUMER** TO  
**MISS YOUR ADVERTISING ENTIRELY**

WHY

**Television  
ON DEMAND  
ADS AVOIDED**

**RADIO  
ON DEMAND  
ADS AVOIDED**

**NEWSPAPER  
ALL TIME LOW  
SUBSCRIPTIONS  
DECRESING**

**BANNER ADS  
EFFECTIVENESS  
DECREASING  
DIGITAL FATIGUE**

## HR Advertising

From the Corridor Business Journal - October 9, 2014:

How hard is it for growing businesses to find skilled workers in Eastern Iowa? Here's one indicator: **a pair of Corridor manufacturers this summer tried to rent the same U.S. Highway 218 billboard near Riverside to recruit employees.**

Bazooka Farmstar and Modine Manufacturing Co., located sidebyside in Washington's industrial park, are both enjoying increased demand due partly to the nation's natural gas boom. Both are also bumping up against the Corridor's 3.6 percent unemployment rate and a statewide shortage of skilled workers.

And both are prospecting for employees in nontraditional ways while upgrading benefits and company culture to attract and retain workers.

"We were looking for different ways to get people in the door this summer," said Eric Hahn, Bazooka general manager. "We asked a sales rep about a particular billboard location on 218. They said 'It's already been taken.' The taker was nextdoorneighbor Modine.

Modine is "competing with people all over the area for production jobs, right now, specifically welders," said Kevin Conlin, plant manager. "We've tried some things we haven't tried in the past. Billboards is one."



**Mr. Conlin said applications quadrupled after Modine rented two billboards on U.S. 218 in early August. The copy was simple: "Now hiring, \$15.38/hour, Washington, Apply in person."**

## Layout Determines Readership



The Daniel Starch Company many years ago measured advertising effectiveness for display ads which also kept copy writers in check. Mr. Starch came up with a system where an ad was measured as "seen", "noted" and "associated". Size, headlines, focal points, copy content and other techniques were taken into consideration. In many cases larger ads were not as effective as smaller ads. This was due to the mere layout of the advertising.

Placement can also have a lot to do with readership. One cannot ascertain that certain techniques work in all scenarios. There is no one way to design a good layout that will work in all schemes. The real answer is, IT DEPENDS. Many variables can contribute in successfully communicating your message. Understanding that size does not determine readership can save an advertiser a lot of money.

***In fact, downsizing ads and creating better readership through good layouts will accrue advertising dollars. This in turn will enable advertisers to buy a larger and better media mix for what they previously spent on one media alone.***

This is especially true with billboards. In the image to the left you see 2 advertisements. The superior layout of the smaller board simply overpowers the larger board. An effective layout trumps size every time.

## WHY

## Good Copy and Illumination are KEY to Successful Advertising



Not Illuminated

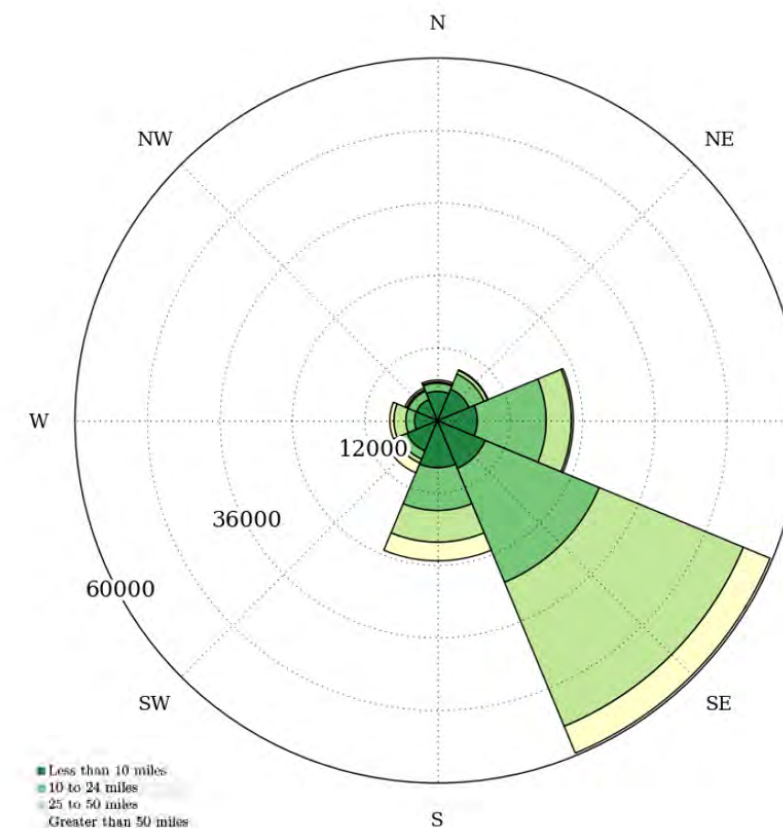


Back-Lighted Illumination 24-7

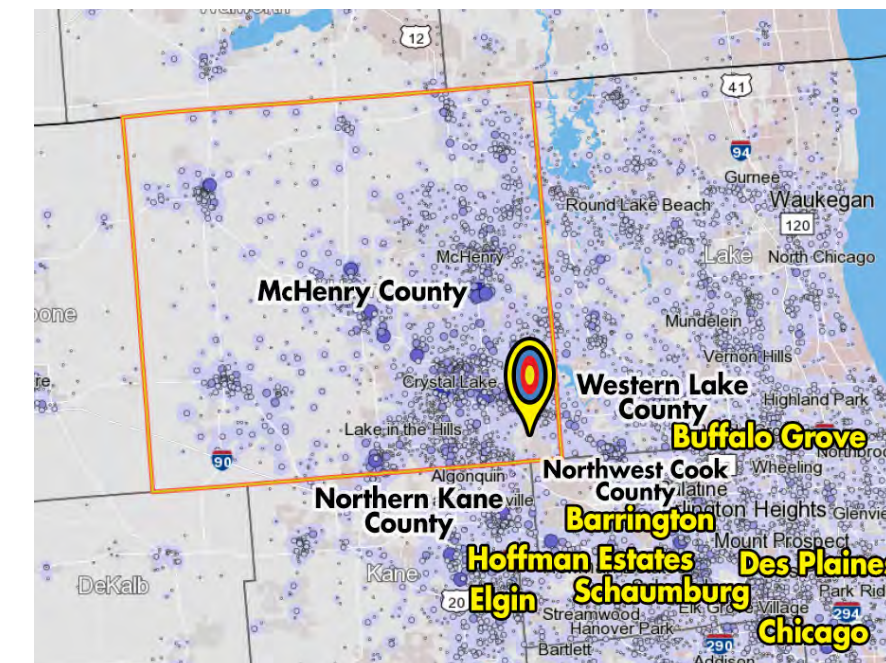


## WHY

## 68% of McHenry County Residents leave the County for their daily commute



United States™  
**Census**  
Bureau



WHAT

# Digital Displays

Clear Channel, Outfront, and Lamar all have billboards in McHenry County but **NO DIGITALS**



Reach Daily Commuters to/from:  
McHenry County  
Kane County  
Northwest Cook County  
Western Lake County

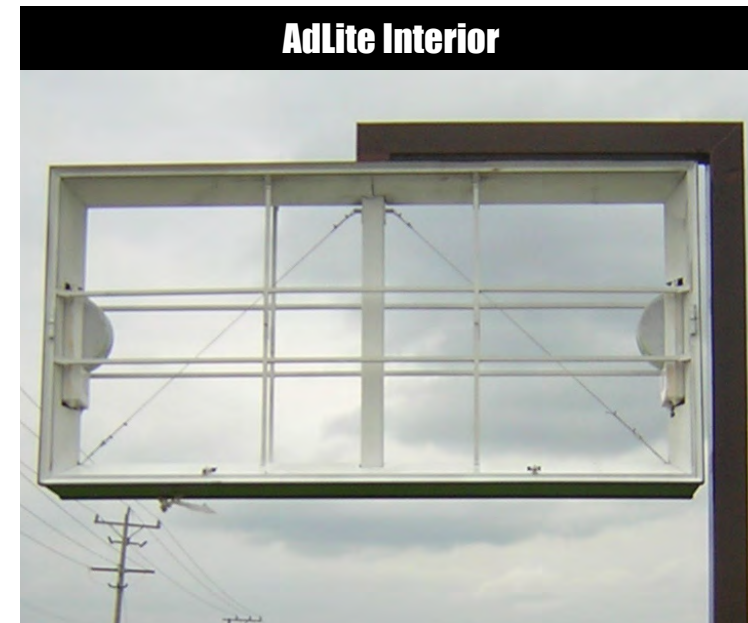
Rt 31 0.2mi North of the new Western Algonquin Bypass  
(2 premier digital displays facing each direction of traffic)

Rt 47 200' South of Rt 176  
(2 premier digital displays facing each direction of traffic)

US Rt 14 600' West of Three Oaks Rd  
(2 premier digital displays facing each direction of traffic)

WHAT

# Rotary AdLites




AdLites - 24 hr rotary back-lit displays (illumination is projected behind your advertising). AdLites deliver maximum exposure to traffic on highways and primary arteries. Reach more people and refresh your audience by periodically moving your advertisement from one AdLite location to another (usually every 60 to 90 days) within your chosen market. All production/ installation costs are included.


McHenry County Digital Displays

*Rt 31 0.2mi North of West Algonquin Bypass*


(DD-01N) North Face (Approach)




(DD-01N) North Face (Close Up)



(DD-01S) South Face (Approach)




(DD-01S) South Face (Close Up)




*Rt 47 200 feet south of Rt 176*


(DD-02N) North Face (Approach)




(DD-02N) North Face (Close Up)



(DD-02S) South Face (Approach)




(DD-02S) South Face (Close Up)




*US Rt 14 600 feet west of Three Oaks Rd*

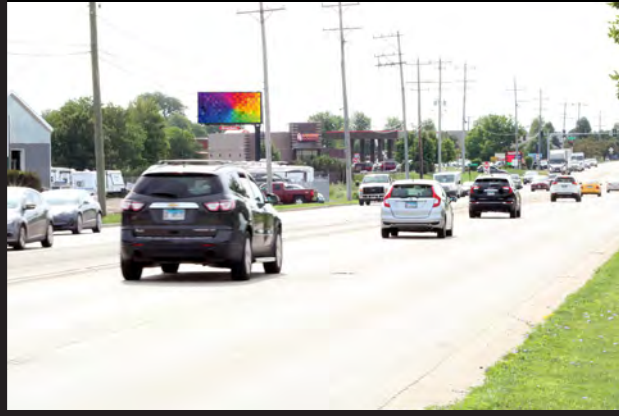
(DD-03E) East Face (Approach)




(DD-03E) East Face (Close Up)



(DD-03W) West Face (Approach)

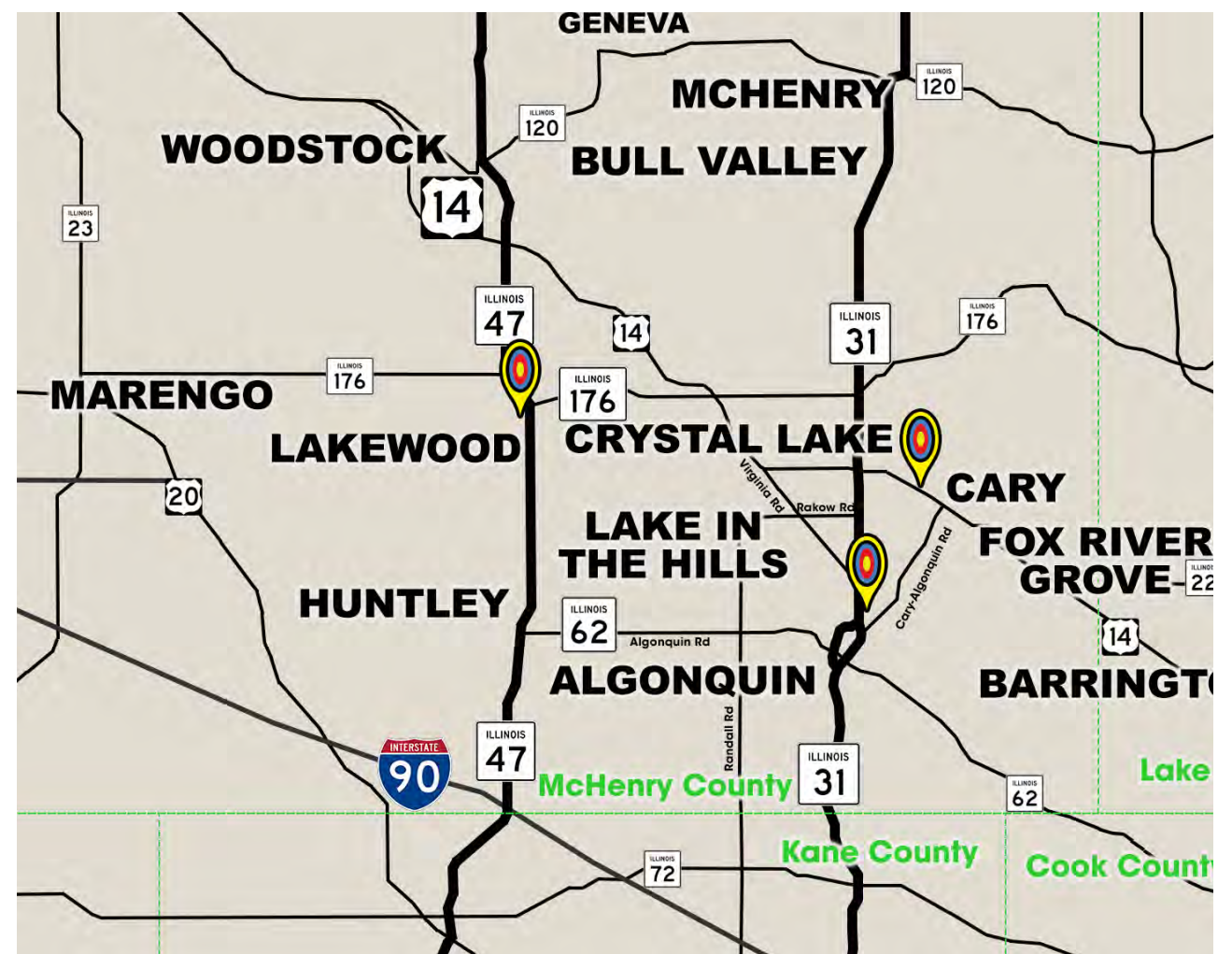



(DD-03W) West Face (Close Up)



WHERE

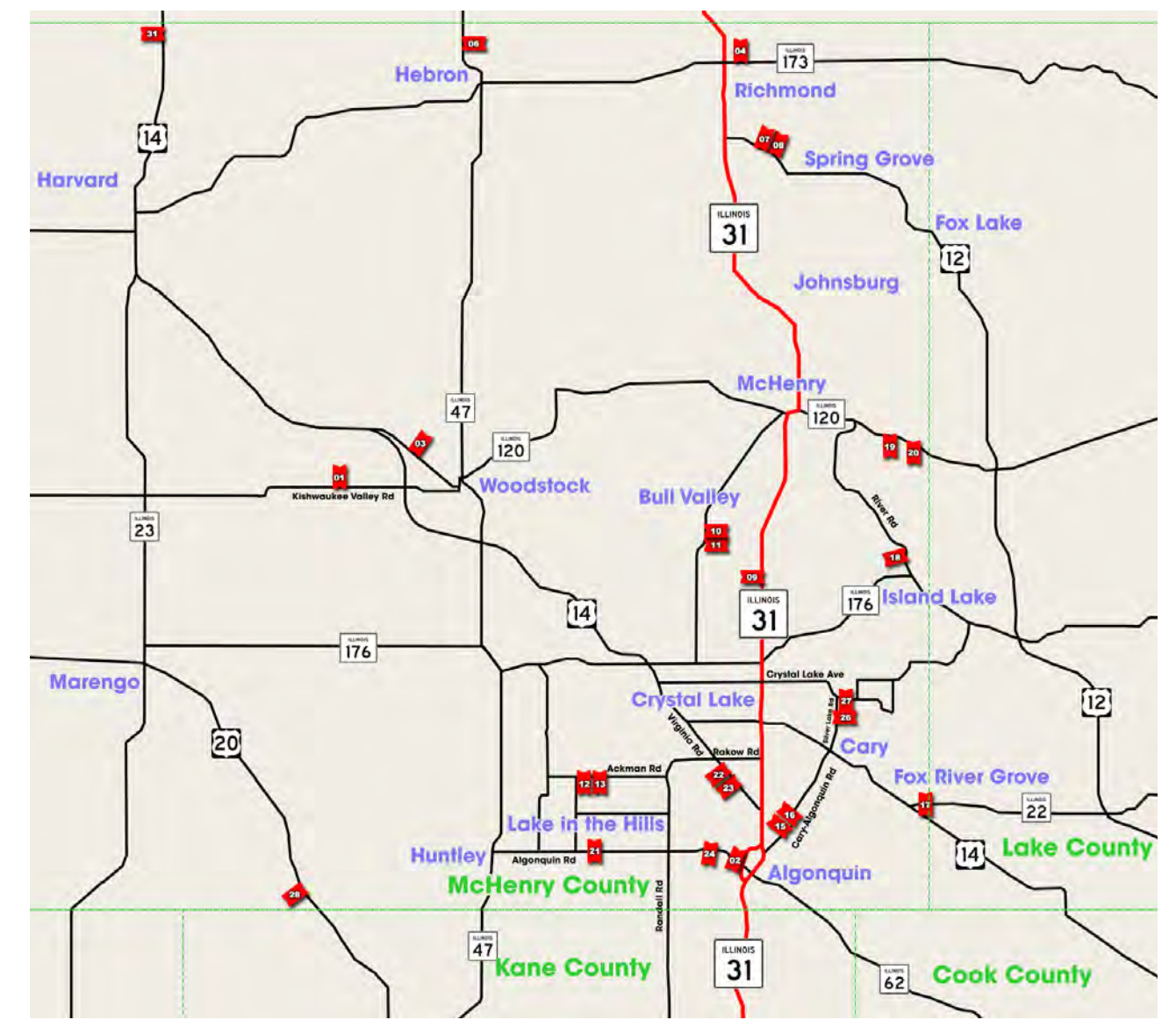
McHenry County Digital Displays



 Mixed Media has six Digital Displays, three locations with back-to-back displays targeting traffic in both directions. These displays reach every major population center, the primary shopping districts, and the commuter routes for McHenry County's residents and workforce.

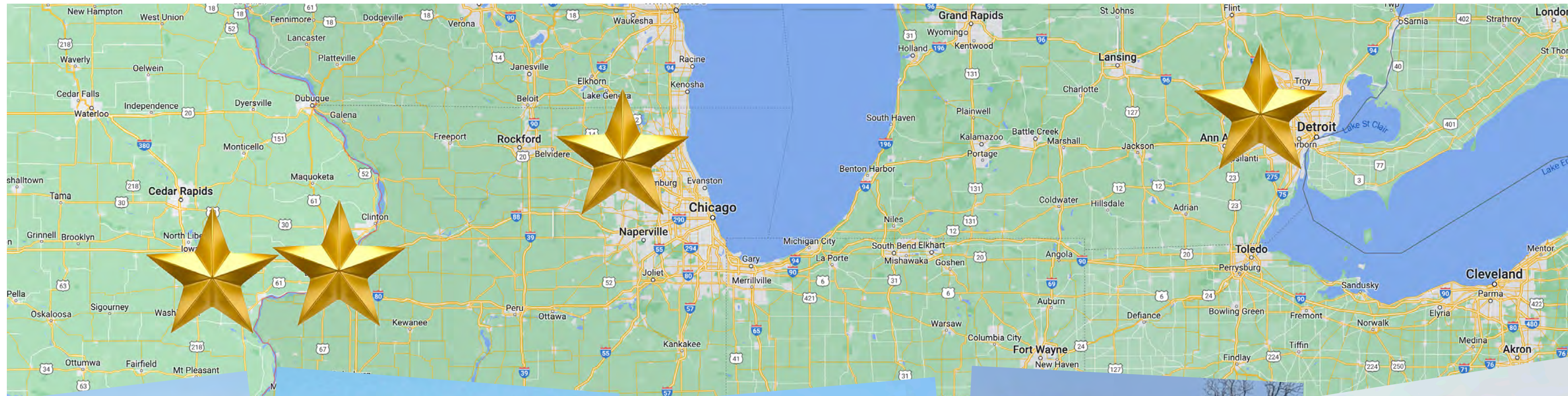
WHERE

Rotary AdLites



 Rotary AdLites       County       City

WHERE



WHERE

HOW MUCH

AdLite Rate Card

Rotary AdLites	52 Week Term (cost per 4-weeks)	26 Week Term (cost per 4-weeks)	13 Week Term (cost per 4-weeks)	4 Week Term
1	\$550/4-weeks (\$7,150 total)	\$650/4-weeks (\$4,225 total)	\$750/4-weeks (\$2,4378 total)	\$1,185
2	\$990/4-weeks (\$12,870 total)	\$1,190/4-weeks (\$ 7,735 total)	\$1,390/4-weeks (\$4,518 total)	\$2,260
3	\$1,485/4-weeks (\$19,305 total)	\$1,785/4-weeks (\$11,603 total)	\$2,075/4-weeks (\$6,744 total)	\$3,390
4	\$1,900/4-weeks (\$24,700 total)	\$2,300/4-weeks (\$14,950 total)	\$2,690/4-weeks (\$8,743 total)	\$4,440
5	\$2,375/4-weeks (\$30,875 total)	\$2,865/4-weeks (\$18,623 total)	\$3,355/4-weeks (\$10,904 total)	\$5,550
6	\$2,730/4-weeks (\$35,490 total)	\$3,320/4-weeks (\$21,580 total)	\$3,910/4-weeks (\$12,708 total)	\$6,540
10	\$4,400/4-weeks (\$57,200 total)	\$5,380/4-weeks (\$34,970 total)	\$6,360/4-weeks (\$20,670 total)	\$10,750

HOW MUCH

Digital Rate Card

Digital Displays	52 Week Term (cost per 4-weeks)	26 Week Term (cost per 4-weeks)	13 Week Term (cost per 4-weeks)	4 Week Term
1440 messages per day (1 Slot)	\$2,000/4-weeks (\$26,000 total)	\$2,250/4-weeks (\$14,625 total)	\$2,500/4-weeks (\$8,125 total)	\$2,750
2880 messages per day (2 Slots)	\$3,600/4-weeks (\$46,800 total)	\$4,050/4-weeks (\$26,325 total)	\$4,500/4-weeks (\$14,625 total)	\$4,950
4320 messages per day (3 Slots)	\$5,100/4-weeks (\$66,300 total)	\$5,738/4-weeks (\$37,294 total)	\$6,375/4-weeks (\$20,719 total)	\$7,013
5760 messages per day (4 Slots)	\$6,400/4-weeks (\$83,200 total)	\$7,200/4-weeks (\$46,800 total)	\$8,000/4-weeks (\$26,000 total)	\$8,800
7200 messages per day (4 Slots)	\$7,500/4-weeks (\$97,500 total)	\$8,500/4-weeks (\$55,250 total)	\$9,500/4-weeks (\$30,875 total)	\$10,500
8640 messages per day (6 Slots)	\$8,400/4-weeks (\$109,200 total)	\$9,450/4-weeks (\$61,425 total)	\$10,500/4-weeks (\$34,125 total)	\$11,550

Digital programs may be split between any number of digital faces at no additional charge

Cost per spot from \$0.035 - \$0.068

HOW MUCH

Combo Rate Card

Digital Displays	Rotary AdLites	52 Week Term (cost per 4-weeks)	26 Week Term (cost per 4-weeks)	13 Week Term (cost per 4-weeks)	4 Week Term
1 Slot 1440 messages per day	2	\$2,890/4-weeks (\$37,570 total)	\$3,390/4-weeks (\$22,035 total)	\$3,835/4-weeks (\$12,464 total)	\$4,790
	4	\$3,700/4-weeks (\$48,100 total)	\$4,445/4-weeks (\$28,893 total)	\$5,085/4-weeks (\$16,526 total)	\$6,500
	6	\$4,470/4-weeks (\$58,110 total)	\$5,440/4-weeks (\$35,360 total)	\$6,275/4-weeks (\$20,394 total)	\$8,130
2 Slots 2880 messages per day	2	\$4,490/4-weeks (\$58,370 total)	\$5,145/4-weeks (\$33,443 total)	\$5,750/4-weeks (\$18,688 total)	\$7,390
	4	\$5,300/4-weeks (\$68,900 total)	\$6,160/4-weeks (\$40,040 total)	\$6,920/4-weeks (\$22,490 total)	\$9,300
	6	\$6,070/4-weeks (\$78,910 total)	\$7,115/4-weeks (\$46,248 total)	\$8,025/4-weeks (\$26,081 total)	\$11,130
3 Slots 4320 messages per day	2	\$5,990/4-weeks (\$77,870 total)	\$6,615/4-weeks (\$42,998 total)	\$7,190/4-weeks (\$23,368 total)	\$8,690
	4	\$6,800/4-weeks (\$88,400 total)	\$7,600/4-weeks (\$49,400 total)	\$8,295/4-weeks (\$26,959 total)	\$10,400
	6	\$7,570/4-weeks (\$98,410 total)	\$8,520/4-weeks (\$55,380 total)	\$9,340/4-weeks (\$30,355 total)	\$12,030

HOW MUCH

Cost per Thousand (CPM)

Formula	$\frac{\text{Cost Per Billing Period}}{(\text{Daily Traffic} \times 28 \text{ days})} \times 1000 = \text{CPM}$
2 AdLites	$\frac{\$990 \text{ per 4-weeks}}{31,000 \text{ Daily Traffic} \times 28} \times 1000 = \$1.14$
1 Digital Slot	$\frac{\$2000 \text{ per 4-weeks}}{24,100 \text{ Daily Traffic} \times 28} \times 1000 = \$2.96$
Package 2 AdLites & 1 Digital Slot	$\frac{\$2890 \text{ per 4-weeks}}{55,100 \text{ Daily Traffic} \times 28} \times 1000 = \$1.87$

Calculate on the Road

$$\text{Cost Per Period} \quad \text{Daily Traffic} \quad 28 \quad \times \quad 1000 = \text{CPM}$$

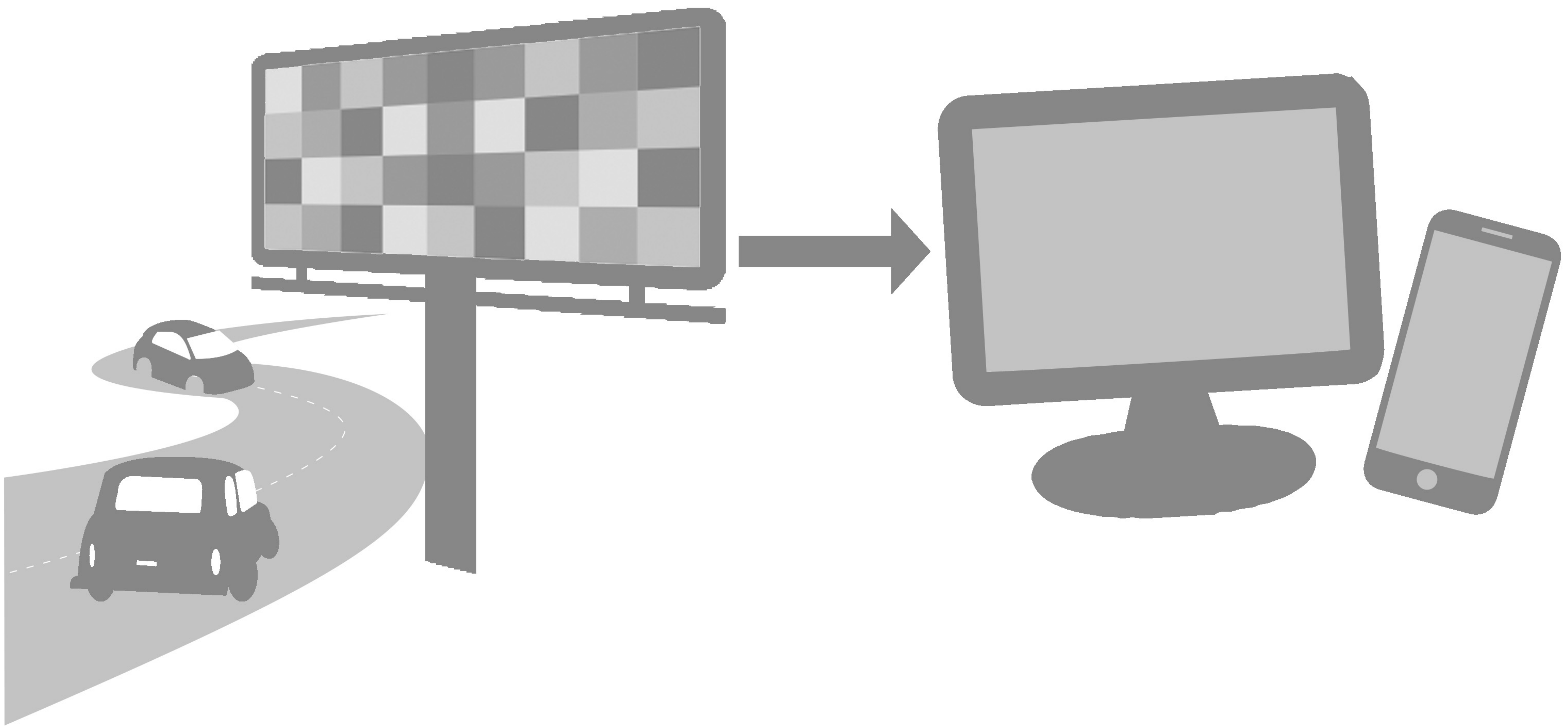
Customer is interested in 2 AdLites (\$990 4-weeks)  
Total number of impressions in 4 weeks = 31,000 Daily Traffic x 28 = 868,000  
Customer's average sale is \$100  
This customer needs 9.9 sales for the program to pay for itself

9.9 conversions out of 868,000 impressions or .0011%

Calculate on the Road

$$\text{Cost Per Period} \div \text{Average Sale} \div \text{Daily Traffic} \div 28 \times 100 = \text{Conversion \%}$$

# WE DRIVE THE MARKET TO YOU



Mixed Media Group Inc. • 1152 Liberty Ave. Cary, IL 60013