

2024 MEDIA KIT



 **LOCAL AD FACE**
the FACE of your BUSINESS

The Largest Indoor Billboard Network

www.LocalAdFace.com

ABOUT US

Local Ad Face has partnered with over **600 leading restaurants** to host digital signage. Each location has a combination of digital monitors in prominent locations where customers can view them throughout the facility.

We concentrate our locations in neighborhoods where local businesses request to advertise most. These locations support strong levels of daily traffic along with extensive customer dwell times. No one has a more extensive, superior local network!





OUR MISSION

Support the growth of our Restaurant Partners' businesses by providing innovative, eye-catching digital signage solutions while creating high frequency, affordable advertising for local businesses at popular, high-traffic venues consumers frequent in their hometown areas.

Local Ad Face is the **#1 provider of digital signage**. We have installed our indoor billboards in over 600 leading restaurants and other venues.

Our entire network is updated with a “click of a button”, allowing our advertisers to take advantage of rapid content changes. Few mediums can offer this flexibility, speed and performance! Just tell us what you need, when you need it. Our professional designers will do all the work.

The Local Ad Face network provides hyper-local advertising on a regional scale. We limit the number **of advertisers** per location to ensure your ad is seen.

And **guaranteed category exclusivity** means your message won't be mixed-up with your competitors!

- Over 1800 high-definition screens in 600+ locations

- 0:10 static and 0:15 full-motion spot options

- Coverage from Milwaukee to Miami

- 48 minutes average dwell time per visitor

- Up to **10 screens per location** for 100% visibility

BENEFITS OF OUR NETWORK



Captive Audiences



Target Geographic Areas



High Frequency and Reach



Target Specific Demographics



Build Brand Awareness



Customizable



Generate Business



Affordable

30

Amount of times ads play on every screen per hour

38 - 60

Average dwell time minutes of viewers

\$2

CPMs can cost lower than \$2

COMPARE LOCAL AD FACE TO TRADITIONAL MEDIA



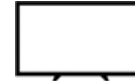
Local Ad Face



Print/Mail



Radio



TV



Outdoor Billboards

	Local Ad Face	Print/Mail	Radio	TV	Outdoor Billboards
Number of ads limited to guarantee visibility	✓	✗	✗	✗	✗
Category exclusivity	✓	✗	✗	✗	✗
Cannot be thrown away, turned off, or driven past	✓	✗	✗	✗	✗
Multiple impressions per customer interaction	✓	✗	✗	✗	✗

Whether your goal is to reach an entire region, DMA, or hyper-targeted neighborhood, we have an advertising solution for you.

Local Ad Face venues are **hand-selected** by in-market experts who live and work in the communities where they are located.

Local Ad Face Venues are chosen for:

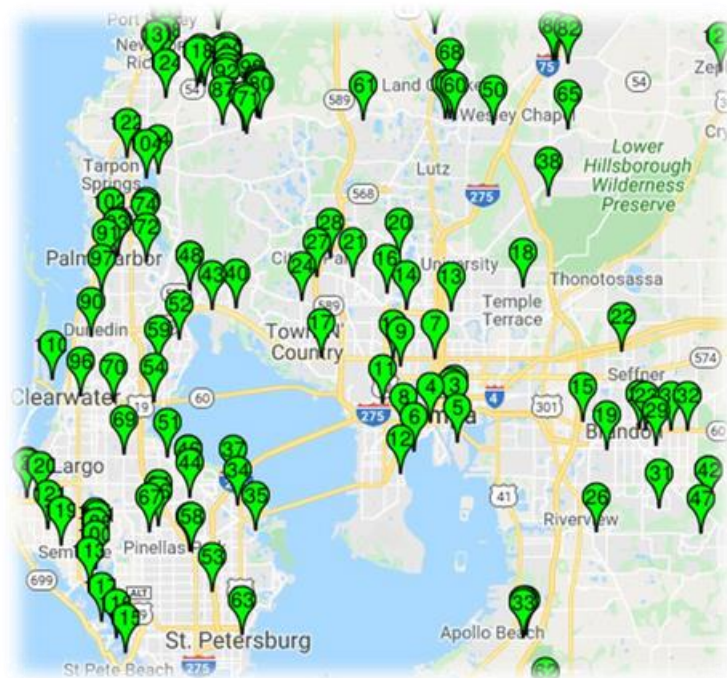
- ✓ High quality
- ✓ Local popularity
- ✓ High traffic
- ✓ Long dwell times

OUR GEO-TARGETING CAPABILITIES

Select your program by:

- Individual location
- Neighborhood
- Specific city
- DMA
- Entire state
- Other geo-specific market areas

Design a custom campaign specific to your target consumer



“We are pleased to have exclusive rights to the Local Ad Face network in West Pasco. Our law firm has generated many new cases over the years that we can attribute directly to our Local Ad Face indoor billboard ad.”

Brandon Kemp, Office Manager
Kemp, Ruge & Green Law Group

“We have utilized Local Ad Face consistently for over four years now. The services provided terrific exposure at a low relative cost.”

Dr. James Lewis
Artistic Dentistry

CLIENTS



Find the right locations for
your business based on
Local Market Spending for:

- Attorneys
- Automotive
- Convalescent/Nursing Home Care
- Electricians
- Festivals and Events
- Financial Advisors
- Home Improvement Services
- HVAC
- Insurance
- Plumbers
- Physician Services
- Real Estate

PROVEN RESULTS ACROSS BUSINESS CATEGORIES



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SPORTS



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PRIME LOCATIONS



THANK YOU



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