



CAPTIVE  
ADVERTISING  
for a  
**DISTRACTED  
WORLD**

**Social** indoor®

NW CHICAGO  
MEDIA KIT 2020

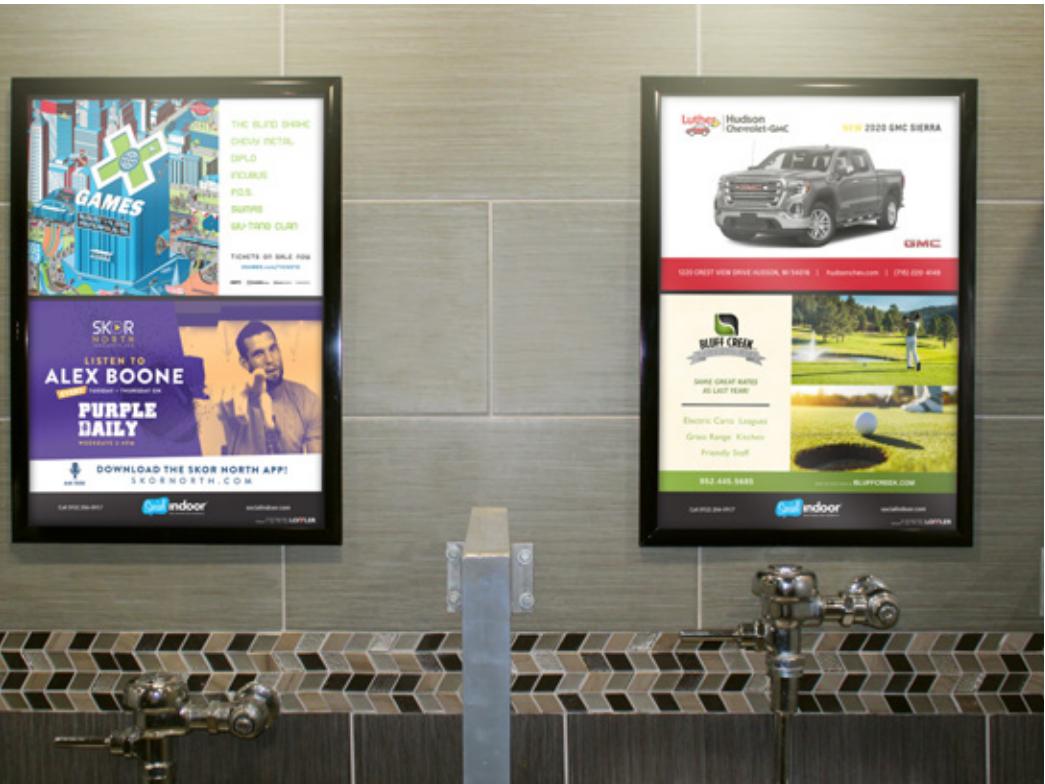


INDOOR BILLBOARDS PLACED IN THE  
**NW CHICAGO'S MOST  
POPULAR VENUES**



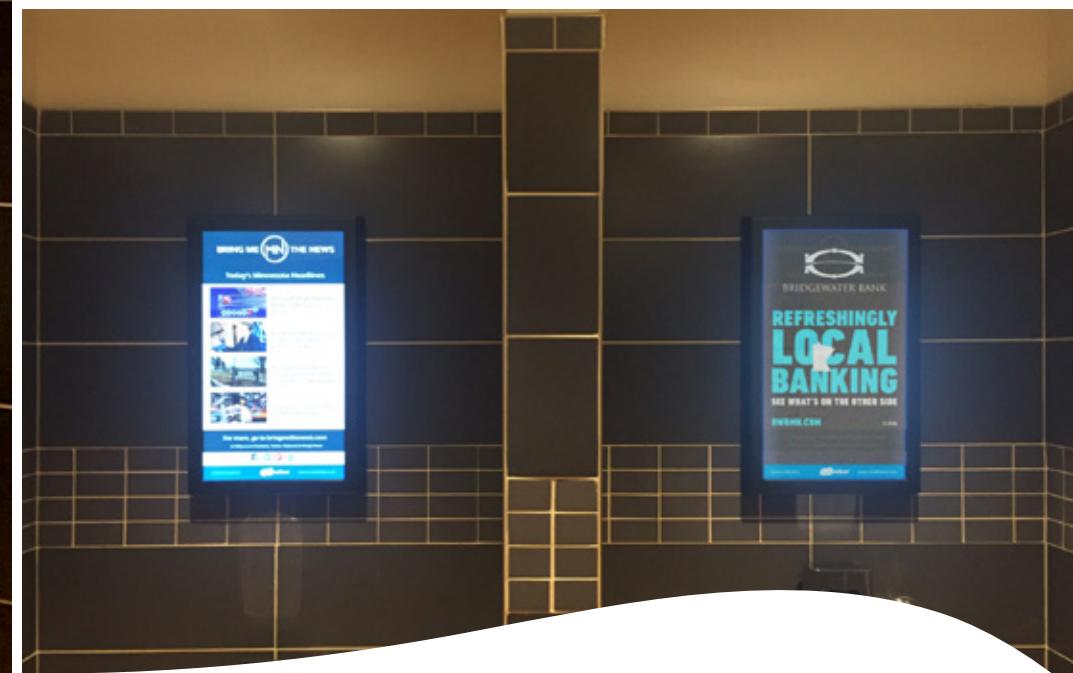
## INDOOR DIGITAL ADS

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 **540 times per day**, per monitor.



## INDOOR PRINT ADS

are placed above urinals & vanities, and within women's stalls. Print is a staple medium in the out-of-home industry, and its' effectiveness has decades of success.



We offer you an exclusive opportunity to be a part of  
**THE CAPTIVE INDOOR EXPERIENCE.**

# THE BENEFITS



## ROTATION

You can change your digital ads as often as you wish, and/or run multiple creatives. Print ads can be switched out monthly.



## ENGAGEMENT

Digital & Print Ads above vanity areas & urinals, and in women's stalls can't be missed. They also target a gender specific, captive audience.



## CREATIVE

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



## COST EFFECTIVE

Digital media is very economical & more effective than other forms of advertising. You will be surprised at the cost!



## 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.



Place-based advertising that provides  
**LONG, QUALITY IMPRESSIONS.**



# THE VENUE SPECTRUM

Our venues facilitate much more outings than just dinner or late night drinks with the friends. See the examples below.

*Morning*

**BREAKFAST**

**COFFEE DATE**

**STUDYING WITH FRIENDS**

**BRUNCH**

**BUSINESS LUNCH**

**HAPPY HOUR**

**AFTER-WORK DRINKS**

**PUB & BREWERY CRAWLS**

**FAMILY DINNER**

**CELEBRATORY DINNER**

**GAME NIGHT**

**BACHELORETTE PARTY**

**LIVE MUSIC & KARAOKE**

*Late Morning*

*Afternoon*

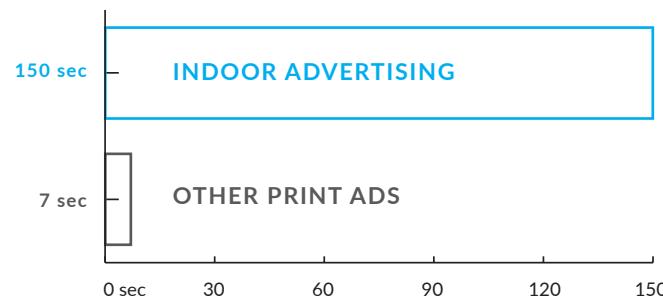
*Early Evening*

*Late Evening*

*Night*

*Late Night*

# THE NUMBERS



Out-Of-Home Advertising Drives  
**4 TIMES MORE  
ONLINE ACTIVITY**  
Per ad dollar spent than TV, Radio & Print

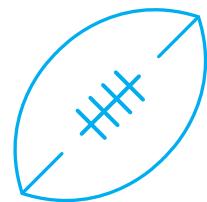
Nielsen Study: OOH Most Effective in Driving Online Activity (2017). [OAAA.org](http://OAAA.org)

**AVERAGE AUDIENCE  
CAPTIVATION**

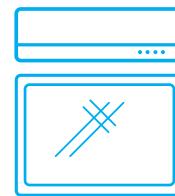
Our audience spends minutes in front of the  
digital monitors while in the restroom.

THE NUMBERS: Indoor Billboard Association of America. [indooradvertising.org](http://indooradvertising.org)

# VENUE TYPES



SPORTS BARS



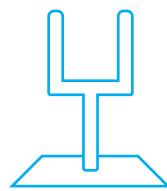
CONCERT VENUES



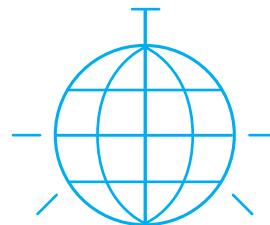
BREWERIES



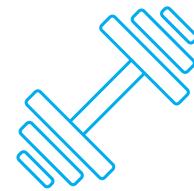
FAMILY RESTAURANTS



SPORTS ARENAS



NIGHT CLUBS



GYMS



FINE DINING

*And many more types! Target your audience by the venues they frequent!*

we partner with

# THE AREA'S MOST POPULAR VENUES



## SOME OF OUR CURRENT ADVERTISERS



## WHAT PEOPLE ARE SAYING

“People are looking for something new that's targeted and attention grabbing. This is the way to do it.” - *The Wall Street Journal*

**THE WALL STREET JOURNAL.**

“The restroom ads reach the audience most coveted by advertisers: 21-35 years old who like to go out and spend money. Restroom ads also allow companies to target gender with 100% accuracy.” - *Fortune Media*

**FORTUNE**

“Talk about a captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly. Restrooms advertising is naturally an efficient medium for targeting strictly male or female audience” - *Adweek*

**ADWEEK**

“Now Madison avenue has invaded the restroom, it's surprising nobody has thought of this before.”  
- *Newsweek*

**Newsweek**

“If you went to the restroom three times, you'd reach it again and again and again. Not only can indoor billboards reach a very discerning customer, but they've got that customer's undivided attention.” - *Inc.*

**Inc.**

“This was the only place in the world people would stand in line to read the advertising. A study by Rice University shows that the amount of time readers focus on the bathroom advertisements is about a minute and a half for men, and two minutes for women. You've got their undivided attention for a period of time” - *The Boston Globe*

**The Boston Globe**



*Mike Wheeland, Franchise Owner*

**815.382.5470**

*Learn more at*  **SOCIALINDOOR.COM**



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