



BORDER JAM

Inside intelligence on the most exciting new medium in outdoor advertising . . . and it's only on the U.S./Mexico border

December 2006

Border Billboard 101

The OOH world is changing rapidly as the onslaught of new technologies change the Outdoor landscape forever. With that being said it is a good time to give you a short primer on the technologies that Border Billboard uses to bring your advertising messages to life.

Border Billboard's Technology Line Up

• LED Message Boards (Just like Times Square)

Dimensions 18' H x 24' W (224 pixels H x 320 pixels W)
 Colors 4.4 Trillion Colors, 16,384 shades of color
 Viewing Angle 140° Horizontal, 60° Vertical

• Scrolling Message Ticker (Like the CNN news crawl)

Dimensions 12" H x 38' W (8 pixels H x 336 pixels W)
 Colors 64 shades of Amber
 Viewing Angle 140° Horizontal, 60° Vertical
 Synchronization Sync messages to your LED video creatives

• Low Frequency FM Audio Transmitter (Just like at the airport)

Audible within 500 yards radius of board location.
 Your LED video creatives can have sound just like on TV.

• Bluetooth & Wireless

The ability to download client promotions, product information, giveaways to the Viewer while they are in proximity of the board locations.



What are the other advantages of these new technologies?

1) Adaptability - Since the creative is in a digital format and not a physical one, you could change your creative almost instantly. Allows for day-part and time sensitive campaigns.

2) Multi Sensory Involvement - With the ability to bring more than the sense of sight into play you increase your target audience recall and enhance the advertising experience.

3) Lower costs - No production costs for your creative and less wait time to get your creative posted.

4) Accountability - Since the format is electronic you can provide your client with accurate reports of just how many times their ad appeared and when it was posted.

As with all things new and different there is that adjustment period as those who are leary of anything new and get moved along by those who embrace the new and different. You can rest assured that Border Billboard will continue to stay abreast of the latest changes and bring them into play so that we can bring our clients the newest and most up-to-date technologies.



Hispanic Marketing has been getting lots of press. National Brands are allocating more dollars to Hispanic efforts. The Hispanic population will be the majority in most of the Top 25 DMAs within our lifetime and some even in the next 10 years. Do you realize that Hispanic consumers pay more attention to out-of-home advertising and they are more likely to be receptive to and motivated by out of home communication than non-Hispanic? They are 28% more likely to be influenced by out of home advertising than non-Hispanics. Why then do advertisers shy away from OOH advertising for the Hispanic Market?

It's too expensive to keep the message fresh. What is the preferred language of advertising for the second generation Hispanic? English or Spanish? Border Billboard affords the opportunity to day-part the message as well as change it frequently. Border Billboard allows the advertiser to alternate between English and Spanish making sure to reach the consumer in their preferred language. Why not engage your consumer with interactive mobile marketing? Want to know more about your consumer? Have them participate in surveys, contests, etc. Get instant marketing information from those you are targeting.

All this and more can be found at BB. We offer:

POP

Preventative Maintenance Programs

Technical Diagnostic Features

Make-good efforts 1:1 basis

Broadcast Quality Standards

Dual language flexibility

Day-Part Advertising

If you are going to dip your foot in the Hispanic waters...start with us by reaching more than the Hispanic market....reach those entering the US to spend \$\$\$\$. The purchasing power of our network exceeds \$7.5 billion annually.

The holidays are upon us and 2007 planning is wrapping up!

Have you included Border Billboard in your plan? Take a moment and compare us to other mediums:



- Daily Reach of ½ million consumers
- Captive for an average of 30 minutes
- Cost per impression, less than a penny

- Does TV beat these numbers? **NO!**
- Does Radio beat these numbers? **NO!**
- Does Print beat these numbers? **NO!**
- Does Traditional OOH beat these numbers? **NO!**

It is clear: You should take another look at BB!

Keep in mind that we're not just for those trying to reach the Border Market, but rather the Major Gateway to San Diego, California and Laredo, Texas. I-15 & I-35 provide less traffic and less congestion, which results in less driver focus. At our locations, consumers not only see your advertisement, but they have a chance to memorize it.

	Static Billboard	BORDER BILLBOARD
Viewing Time	6 - 7 Seconds	45 Minutes
Audience	Distracted	Captive
Features	None	Audio & Mobile Interactive Features
Changeability	Cost Prohibitive	Change Creative Daily
Time Sensitive	Not Able to Accomplish	Can Adjust Creative Morning, Day, or Night
Lanes of Traffic	Max: 5	30

Border Billboard Not Only Delivers, But OverDelivers!

Border Billboard provides our clients with a monthly Runtime Log (RTL) report. This report provides a list of files that were displayed on each sign, their daily and monthly exposures, and the total time they ran on each board per day.

As an example of our commitment to deliver excellence in everything we do, we not only deliver the contracted amount, but we over-deliver. Border Billboard averages a consistent over-delivery of 145%.

The most commonly asked questions regarding the logging report are:

Q: Do we receive extra exposures when the board is down during an unforeseen outage?

A: Our make-good policy is based on our pledge to deliver the utmost in customer service and is based on a 1:1 ratio. Our make-good ratio far exceeds industry standards. All outages and unforeseen screen issues cause us great concern as they interfere with a client's campaign unexpectedly.

Q: What is the procedure during an unforeseen outage?

A: All boards are checked every 2 hours to ensure they are running properly. Should any of our boards be down for any reason, all clients are notified immediately and kept up to date throughout the process.

Q: Are there any expected outages that will affect the runtimes reported?

A: In order to enable the clarity and efficiency standards we guarantee, to continue, our preventative maintenance programs are scheduled in advance. This maintenance will be done twice a year, in October & April. The process of this maintenance requires disassembly of each component, cleaning it and returning it to its original position. This procedure takes four days per board.