



Real • World • Impact

National Brand Local Impact



Captivating In-Venue Digital OOH



Overview

DIGITAL ADVERTISING

Captive Audience • Gender Specific • Full Motion Video w/Sound

Inventory both inside the restrooms for a captive audience, as well as in dining and common areas of premium high traffic bars/restaurants

Total of **4,213** Digital Monitors Nationwide

Casual Dining • Sports Bars • Golf Courses • Movie Theatres • Premium Dining
Sports Stadiums • Waiting Rooms • Salons • Health Clubs

22" Digital
Monitors

90 Second
Ad Loop

6x 15 Second Ads
12x 7.5 Second Ads



PRINT ADVERTISING

Captive Audience • Gender Specific • Always on

Inventory both inside the restrooms for a captive audience, as well as in dining and common areas of premium high traffic bars/restaurants

Total of **13,998** Print Boards Nationwide

Casual Dining • Sports Bars • Golf Courses • Movie Theatres • Premium Dining
Sports Stadiums • Waiting Rooms • Salons • Health Clubs

Creative Sizes

17"x11"
17"x22"
17"x33"

Locations

Vanity/Hand dryer
Above Urinal
Back of Women's Stall

Routine Quality Checks

Daily by Venue
Bi-Monthly by Social Indoor



Social Indoor

Social Indoor

Why Restrooms?

- ❑ Targeting: 100% Male or 100% Female Audience
- ❑ Captive Audience
 - No distractions, No games, High visibility
- ❑ High dwell time location
 - People spend 1-3 min in the restroom
- ❑ Receptive & Engaging Mindset
 - Ads in low clutter environments have been shown to deliver 2-3x more consumer engagement
- ❑ Increased brand recall
 - 60-80% increase in brand recall
- ❑ Increased word of mouth
 - Ads viewed in a social setting are more likely to be brought into conversations



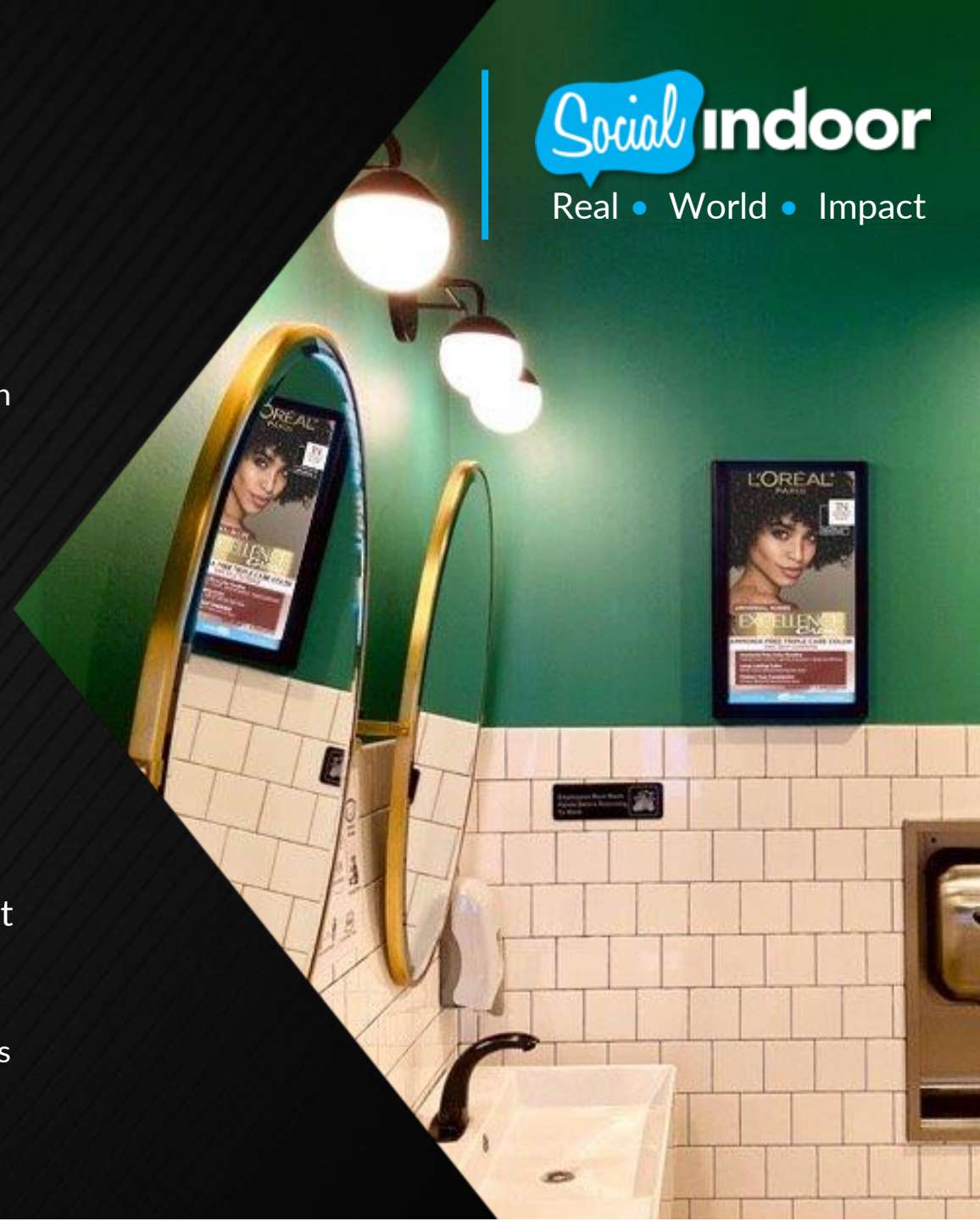
Social Indoor

Why Our Venues?



□ Proximity Targeting

- Conference Centers
 - Amplify your brand presence at your attended conference. Reach attendees as they partake in happy hours & client dinners at the surrounding venues.
- Sports Stadiums
 - No budget for a costly sponsorship deal? Connect with avid sports fans by reaching them in the sports bars surrounding the stadium
- College Campuses
 - Reach the lively college crowd where they would prefer to be, socializing with their friends at the local bars.
- Local Communities
 - Stay present and place your brand in the heart of local communities by reaching them at the establishments that are part of their weekly routine
- Event Venues
 - Take advantage of the large crowds and reach these attendees as they “pre-game” and fuel up for the event.





100%

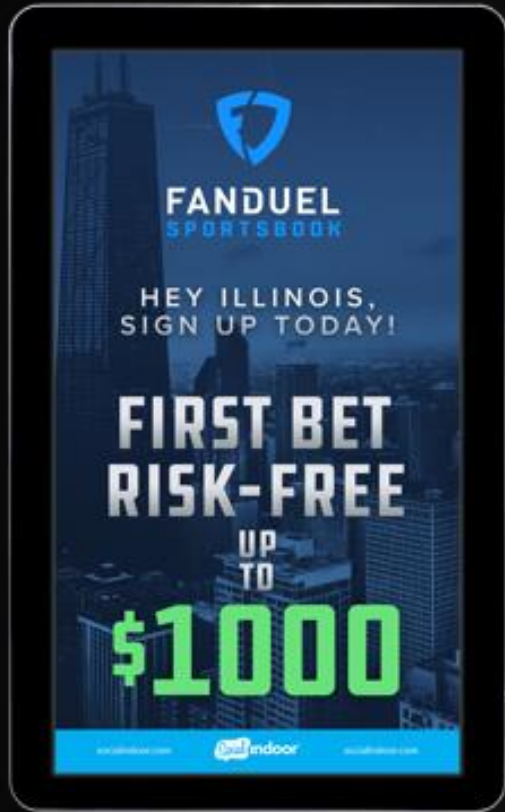
FEMALE AUDIENCE

Audiences:

- Health / Medicine
- Lifestyle
- Fitness
- Entertainment
- Sports Fans

Social Venues:

- Casual Dining
- Family Dining
- Premium Dining
- Night Clubs
- Fitness Gyms



100%

MALE AUDIENCE

Audiences:

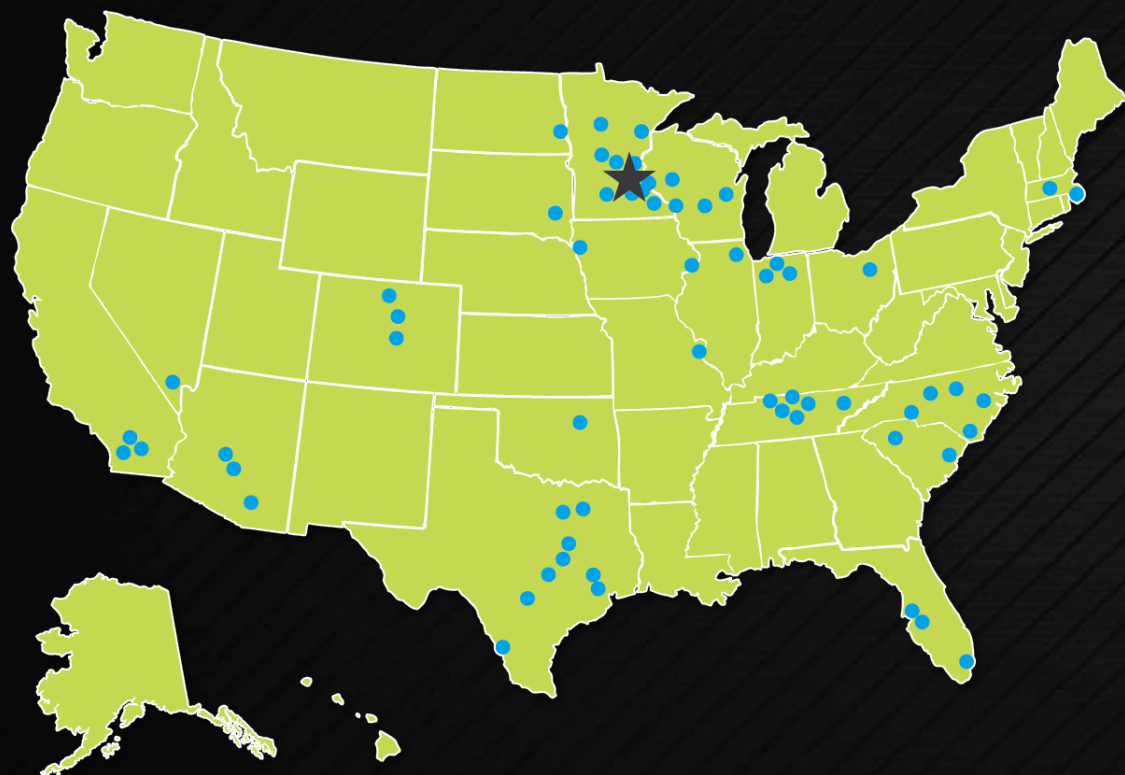
- Health / Medicine
- Lifestyle
- Fitness
- Entertainment
- Sports Fans

Social Venues:

- Sport Bars
- Restaurants
- Night Clubs
- Fitness Gyms
- Stadiums
- Golf Courses



Market Coverage



[Live Map Link - Social Indoor Venues](#)

Digital Coverage		
States	Venues	Digital Boards
18	1,448	4,213

Print Coverage		
States	Venues	Print Boards
17	2,048	13,998

1,029 Average Daily Impressions Per Venue

30,870 Ave Imps Per Venue Per Month

Programmatic Purchasing Available



Audited by **geopath**

INDOOR LOCATIONS | STATE COVERAGE

State level Inventory				
States	Digital		Print	
	Venues	Boards	Venues	Boards
AZ	83	227	3	8
CA	77	209	0	0
CO	29	75	95	587
FL	52	126	1	1
IA	48	130	1	2
IL	39	113	93	412
IN	83	255	10	21
MA	4	12	25	169
MI	14	38	8	21
MN	315	944	713	6,289
MO	66	197	1	1
NC	35	86	188	830
NV	43	86	0	0
OH	3	8	0	0
SD	15	36	1	69
TN	174	617	265	2,604
TX	262	707	366	1,547
WI	106	347	151	811
SC	0	0	107	563
ND	0	0	20	63
20	1,448	4,213	2,048	13,998

 Custom Audience/Geo Fenced Targeting

Geo Fenced TARGETING





Behavioral Audiences

Overview

Reaching key, unique, and off-the shelf audiences has never been easier.

SiLo offers marketers the ability to reach audience segments with common behavioral traits that align with their products and offerings.

Our Behavioral Audience segments are periodically updated to:

- Ensure effective and efficient targeting
- Reach new relevant audiences
- Eliminate wasted ad impressions

SiLo's 100+ Behavioral Audiences are built from **observed visits** to ensure the most accurate audiences and relevant reach.

Combining visitation behaviors with demographic information allows us to create defined profiles for targeting.

Adventurers

- Beach Lovers
- Cyclists
- Movie-goers
- Outdoor Enthusiasts
- Park Lovers
- Party Animals

Foodies & Restaurant Goers

- Coffee Lovers
- Diners
- Fast Casual Diners
- Fast Food Employees
- Foodies
- Pizza Lovers

Retail

- Affluent Shoppers
- Department Shoppers
- Discount Shoppers
- Electronics Enthusiasts
- Fast Fashion Shoppers
- Luxury Shoppers

Auto

- Car Enthusiasts
- Car Owners
- Car Renters
- In-Market Auto Buyers
- In-Market Luxury Auto Buyers
- Recent Auto Repair Visitors

Grocery & Big Box

- Big Box Shoppers
- Convenience Shoppers
- Grocery Shoppers

Telecom

- AT&T Subscribers
- Boost Mobile Subscribers
- Cirrus Wireless Subscribers
- T-Mobile Subscribers
- US Cellular Subscribers
- Verizon Wireless Subscribers

Entertainment

- Bar/Pub Goers
- Casino Goers
- Entertainment Enthusiasts
- Live Event Attendees
- Museum Lovers
- Sports Enthusiasts

Hobbyists

- DIY (Do It Yourself)
- Golfers
- Music Lovers
- Pet Lovers
- Swimmers

Travel & Tourism

- Budget Hotel Visitors
- Business Travelers
- Frequent Travelers
- International Travelers
- Leisure Travelers



Use Real-World Behavioral Data to Drive Attendees to your Event

With Social Indoor's location and audience targeting capabilities, you can connect with the people most likely to be interested in your event and influence them to purchase a ticket. It doesn't end there. Social Indoor can help you stay top of mind after everyone has gone home with sophisticated multichannel retargeting campaigns.

Event Targeting

Target the location of your event as well as its surrounding area to reach attendees throughout their time on site.

- Proximity Targeting
- On-Premise
- Neighborhoods

Behavioral Audiences (example list)

- Sports Enthusiasts
- Millennials
- Business Travelers
- Entertainment Enthusiasts
- Gamers
- Baby Boomers

Location Audiences (example list)

- MN State Fairgrounds
- US Bank Stadium
- Minneapolis Convention Center
- Target Center
- University of MN (Huntington Bank, 3M Arena, Williams Arena)
- ...and many more!

Unique Audiences

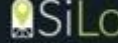
Build audiences based on past visitation behaviors, including attendance to specific or similar events.

- Location Audiences
- Behavioral Audiences
- Custom Audiences
- 3rd Party Audiences

Omnichannel Promotion

Advertise your event to potential and past attendees as they go about their day.

- Mobile
- CTV/OTT
- Digital Out-of-Home
- Laptop/Tablet



Product Offerings

Mapping Technology

How we accurately map places.

We've built the only proprietary mapping technology designed with the specific intention of location-based marketing. Our mapping technology allows us to identify precise location boundaries that captures the world we live in and how we live in it.

It is the only mapping platform that accurately draws brands and multi-layer POIs, which we believe are necessary to fully understand who consumers are and how they engage with their surroundings. Our mapping technology captures visits at three levels: Retail Block, On Lot, and In-Store.

We observe 20B+ global visits annually within our 4.8M+ mapped locations.

Hyper-Local Targeting Solutions

Location-driven tactics that can be optimally mixed-and-matched to drive visits and increase transactions for your brand. Work with your rep to select the right creative type and tactic based on campaign objectives.

Winning Tactics

Connect with consumers in the moment and throughout their day-to-day routines with relevant messaging to keep your product/service top of mind.

Behavioral Audiences

Reach people based on real-world visitation patterns that indicate specific behavioral groups such as bar/pub goers, fitness enthusiasts, and moms.

Brand Audiences

Reach consumers based on real-world visitation of specific brick & mortar store locations. (i.e. Home Depot, Whole Foods, Target, etc.)

Proximity Targeting

Connect with audiences in real-time within a desired proximity radius of Social Indoor OOH locations or targeted points of interest.

Custom Audiences

Reach individuals who have had the opportunity to interact with a Social Indoor board in a specific location, or reach new users that have visited a competitor's location.



Mobile Targeting & Retargeting

Conference Example



Inform potential conference goers of your brands presence at the conference via pre-built audiences
(Live Ramp ingestion available)



Target attendees IN REAL TIME while they are at the MSP Convention Center



Retarget conference attendees across the US to KEEP YOUR BRAND TOP-OF-MIND





Pricing

Print Rate Card | Priced by Board per Month based on Creative size

Creative Size	1-5 Month Campaign	6-11 Month Campaign	12+ Month Campaign
17"x 11"	\$85	\$75	\$65
17" x 22"	\$150	\$125	\$100
17" x 33"	\$195	\$175	\$150

DOOH Rate Card | Priced by Board per Month based on Creative Size

Creative Size	1-5 Month Campaign	6-11 Month Campaign	12+ Month Campaign
7.5 sec	\$85	\$75	\$65
15 sec	\$150	\$125	\$100

- These are general rates. Campaigns above \$10K will receive reduced rates.



Mobile Targeting & Retargeting start at a \$9 CPM

Are you an Industry leader?

We are offering inventory and pricing exclusivity to select industry leaders.



Ian McBrayer

Ian.McBrayer@Socialindoor.com

[319.651.4583](tel:319.651.4583)

[Click Here To Book Time With Me](#)

Learn more at

socialindoor.com

Appendix

Stadium Packages Available

University of Minnesota Gophers



Huntington Bank Stadium



Full Package: ~~\$9,900~~ **\$7,425**

- 20 Men's Ads (17" x 11")
- 40 Women's Ads (17" x 33")
- 3 Wallscapes (50" x 61")

Half Package: ~~\$5,400~~ **\$4,050**

- 10 Men's Ads (17" x 11")
- 20 Women's Ads (17" x 33")
- 2 Wallscapes (50" x 61")

Season: 8/31/25 –
11/30/25

3M Arena at Mariucci



Full Package: ~~\$4,900~~ **\$4,200**

- 6 Men's Ads (17" x 11")
- 7 Women's Ads (17" x 33")
- 2 Wallscapes (50" x 61")

Half Package: ~~\$3,000~~ **\$2,750**

- 3 Men's Ads (17" x 11")
- 3 Women's Ads (17" x 33")
- 1 Wallscapes (50" x 61")

Season: 10/1/25 – 3/31/26

Williams Arena



Full Package: ~~\$4,900~~ **\$4,200**

- 11 Men's Ads (17" x 11")
- 6 Women's Ads (17" x 33")

Half Package: ~~\$2,700~~ **\$2,500**

- 6 Men's Ads (17" x 11")
- 3 Women's Ads (17" x 33")

Season: 11/1/25 – 3/31/26

Get all 3 packages for \$12,500

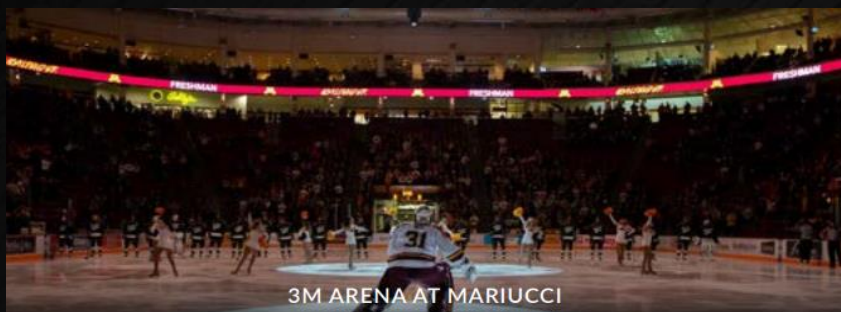


Stadium Packages Available

Nashville, TN



Bridgestone Arena



Men's Package: \$875/mth

- 27 Men's Ads

Women's Package: \$875/mth

- 39 Women's Ads

Combo Package: \$1,650/mth

- 27 Men's Ads
- 39 Women's Ads



Nissan Stadium



Men's & Women's Package

Price: \$1,250 (w/12 month term)

- 204 indoor billboards
 - 1 ad every 4th urinal/stall

(\$2,950 for month to month terms)



Creative Specs

Digital OOH

❑ Video/Animated Ads

- Dimensions: 720x1205 pixels
- Format: .MP4
- Length: 7.5 or 15 seconds

❑ Static Ads

- Dimensions: 720x1205 pixels
- Format: .JPG
- Color Mode: RGB
- Export Mode: Save For Web

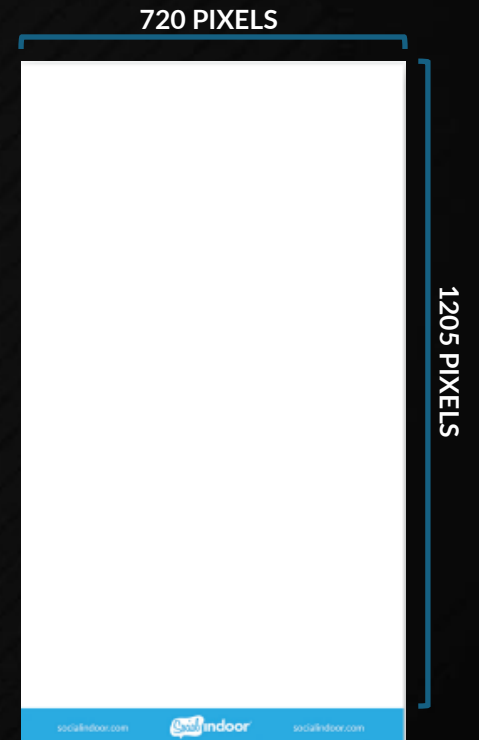
Layout Design Examples

Final art files due 5 days
prior to post date

Submit materials or questions to
Ashley.babcock@socialindoor.com



Spec Dimensions



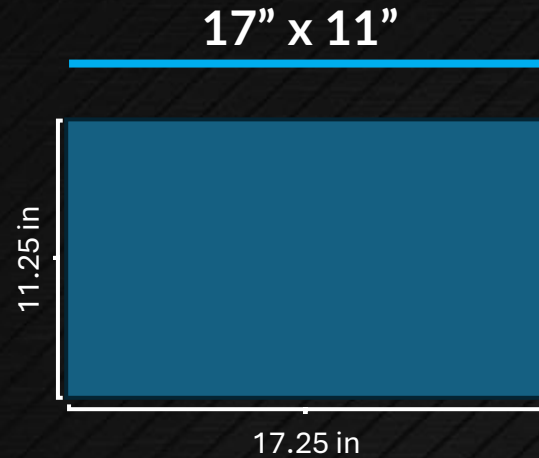
PLEASE NOTE: When designing a digital ad, there is a 75-pixel high banner that is inserted at the bottom. It is important to keep your design to 720x1205 pixels to ensure there is enough space at the bottom to insert this banner and not cover any of your design. Ad size is 720x1205 pixels before adding the Social Indoor banner. After adding Social Indoor banner, ad size is 720x1280 pixels.

Creative Specs

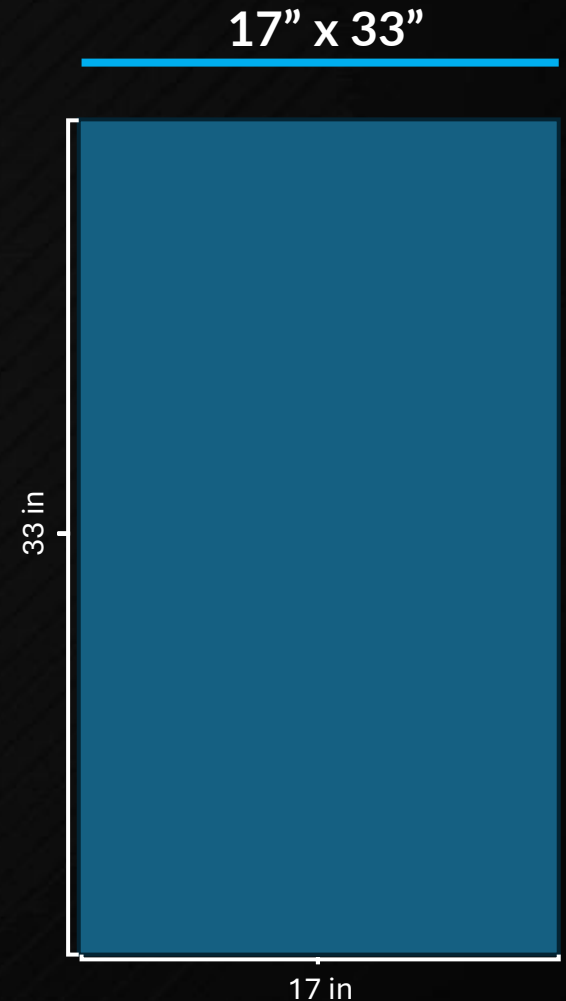
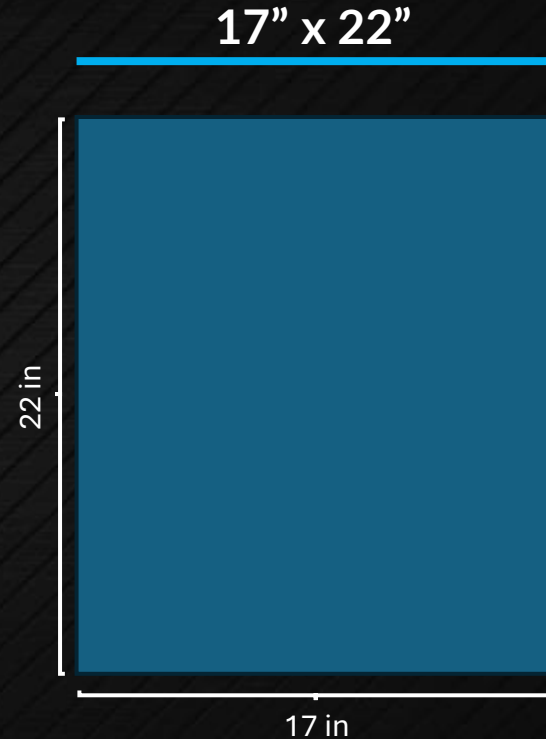
Print OOH

File Requirements

- Bleed: .125
- PPI: 300 PPI Color
- Mode: CMYK
- File Type: .PDF



Please include crop marks (1/8 inch is required)



Do NOT include Crop Marks

Creative Specs

Mobile Banners

Mobile Display

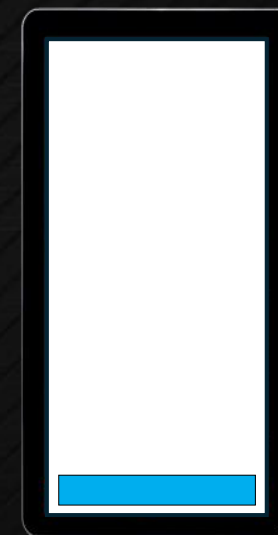
- **Dimensions:** 320x50 & 300x250 pixels
- **Format:** GIF/JPG/PNG
- **File Size:** 50kb

Dynamic Distance Option

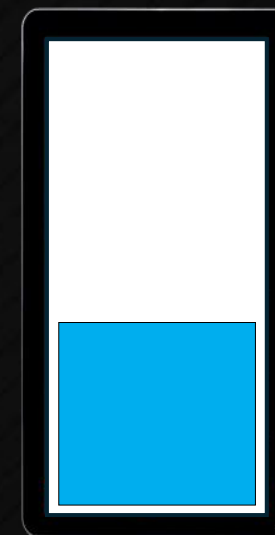
Dynamically populated text that indicates how far the user is from the nearest business location
Example: "2.22 mi away", "Nearest location is 2.22 mi away"

- **Font**
 - **Character:** Arial, Helvetica, Helvetica Neue, Baskerville, Futura
 - **Weight:** regular, bold, italic, bold italic
 - **Color:** Provide hex color code
 - **Size:** 9 point minimum
- **Location List**
 - Business Name (if applicable), address, city, state, zip (without +4)
 - File Format: XLS/CSV

Layout Examples



320x50



300x250

PLEASE NOTE: When using animated GIF creatives please minimize the number of frames to meet the file size limitation

Desktop Display

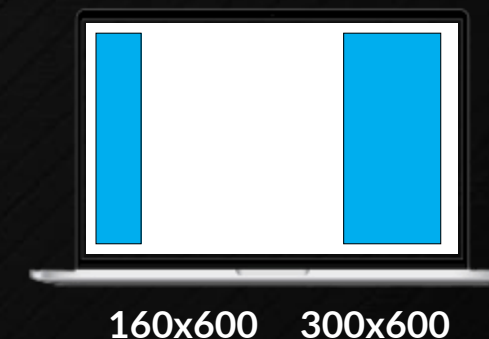
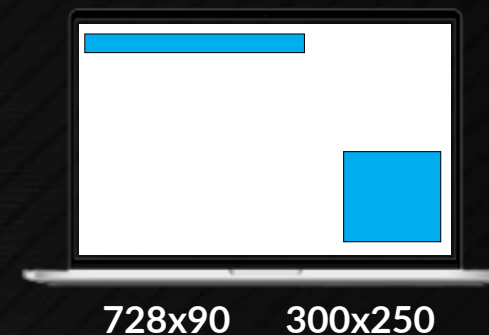
- **Dimensions:** 300x250 | 728x90 | 160x600 | 300x600
- **Format:** GIF/JPG/PNG
- **File Size:** 50kb | 150kb | 150kb | 250kb

Dynamic Distance Option

Dynamically populated text that indicates how far the user is from the nearest business location
Example: "2.22 mi away", "Nearest location is 2.22 mi away"

- **Font**
 - **Character:** Arial, Helvetica, Helvetica Neue, Baskerville, Futura
 - **Weight:** regular, bold, italic, bold italic
 - **Color:** Provide hex color code
 - **Size:** 9 point minimum
- **Location List**
 - Business Name (if applicable), address, city, state, zip (without +4)
 - File Format: XLS/CSV

Layout Examples



PLEASE NOTE: When using an animated GIF we recommend a simple animation and animation can loop but cannot exceed 15 sec.

□ CTV/OTT Video

- **Aspect Ratio:** Preferred 16:9 (No size Restrictions)
- **Format:** mp4/.mov
- **Min. Resolution:** 1280x720
- **Max Resolution:** 1920x1080
- **File Size:** Under 50 MB
- **Video Bitrate:** 2.0mbps or higher

