



# It's All About Audience

*You'll Need a Third Audience AND Revenue Leg to Survive*

Aaron Kotarek, SVP / Audience & Operations

MEGA Summit East  
Camp Hill, Pennsylvania  
September 17<sup>th</sup>, 2019

Oahu Publications Inc.  
*Hawaii's Largest Media Company*

# Today's Topics

1. Quick Intro of Oahu Publications and Our Market
2. OPI's Internal Culture
3. OPI's Role as an Industry Innovator
4. Don't Throw The Baby Out With The Bathwater
5. 16 – 40 Year Old Audience Extension Opportunity
6. 3 Legged "Longevity & Prosperity" Revenue Stool
7. Creating an Unrivaled Audience
8. Rise of Local Online Video and DOOH
9. How and Why to Become a Broadcaster
10. Playing OFFENSE vs. Defense

Q & A



# History of OPI



## Oahu Publications Inc.

*Hawaii's Largest Media Company*

- Honolulu Star-Bulletin est. 1882
- The Honolulu Advertiser est. 1856
- MidWeek est. 1984
- OPI Established in 2001 by Black Press
- Honolulu Star-Advertiser established in 2010 with the purchase of the Honolulu Advertiser from Gannett
- Purchased The Garden Island from Lee in 2012
- Purchased West Hawaii Today and the Hawaii Tribune-Herald from Stephens in 2014

 **Black Press Media**



# Star-Advertiser Daily Circulation

*Ranks 11<sup>th</sup> in the Nation*



1. USA Today
2. Wall Street Journal
3. New York Times
4. Los Angeles Times
5. Long Island (NY) Newsday
6. New York Post
7. Dallas Morning News
8. Chicago Tribune
9. Washington Post
10. Tampa Bay Times
- 11. Honolulu Star-Advertiser**
12. New York Daily News
13. Houston Chronicle
14. Minneapolis Star-Tribune
15. Bergen County (NJ) Record

**Honolulu Star-Advertiser** ranks in the Top 15 Largest U.S. Daily Newspapers

# #1 Readership In the Nation

Newspaper	Daily Average	Sunday Average
Honolulu Star-Advertiser	38.6%	48.4%
Washington Post	25.3%	32.9%
Chicago Tribune	17.2%	28.2%
Philadelphia Inquirer/Daily News	15.8%	21.2%
Dallas Morning News	14.6%	23.7%
Houston Chronicle	14.1%	24.2%
Los Angeles Times	11.8%	19.8%
New York Daily News	10.0%	11.1%
New York Times	7.9%	10.4%
New York Post	7.4%	5.1%
Long Island (NY) Newsday	5.6%	5.4%



# OPI's Internal Culture

- Creativity is Encouraged and Expected
- We Consider Ourselves a Non-Traditional, Best Practice Media Organization
- We Do Not Maintain the Status Quo
- Entrepreneurial Spirit Driven Down Throughout the Org by Publisher/CEO & CRO
- We Refrain From Managing Business “Off of a Spreadsheet”
- Employees Understand the Difference Between Effort and Results
- Departments Work In Concert with One Another for the Benefit of the Common Goal
- Invest vs. Divest Mentality
- Firm believers in “Third Leg” Audience & Revenue Extension
- We are an OFFENSIVE Minded Media Company



**We're not a typical newspaper company.**

**We are a multimedia solutions provider.**

Parent company of the Honolulu Star-Advertiser, Oahu Publications specializes in combining marketing expertise with award-winning creativity and the latest in technology. From statewide newspapers, visitor and island lifestyle magazines to websites, advertising consultation and more.

OPI's new **DIGITAL BILLBOARD NETWORK** harnesses existing resources to support newspaper sales while creating new revenue streams and diversifying the company into out-of-home video media.

Contact us to learn how you can bring the Digital Billboard Network to your market.

**David Kennedy**, Chief Revenue Officer  
808-529-4818  
dkennedy@staradvertiser.com

*"OPI is dedicated to innovation and the entrepreneurial spirit, always seeking out the best new ideas and concepts in the marketing world today."*  
- **Dennis Francis**, President  
2013 E&P Publisher of the Year



**Oahu Publications Inc.**  
Honolulu's Largest Media Company

Complete media kits available at [oahupublications.com](http://oahupublications.com)

# Corporate Innovator

**RECOGNIZED  
GLOBALLY**  
*As a Corporate*  
**INNOVATOR**

**Mega Conference 2018**

**Innovation Award**

*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

**INMA Global Media Awards 2018**

**First Place:**

Best New Corporate  
Innovation Initiative  
*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

**Second Place:**

Best Idea to Grow Advertising  
Sales or Retain  
Advertising Clients  
*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

**Third Place:**

Best New Concept  
or Innovation to Create  
New Profit Centers  
*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

**Honorable Mention:**

Best Use of New  
Technology to Generate  
Revenue and Engage  
*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

**Editor & Publisher**

**10 Newspapers**

**That Do It Right**

*Honolulu Star-Advertiser's*  
"Digital Billboard Network"

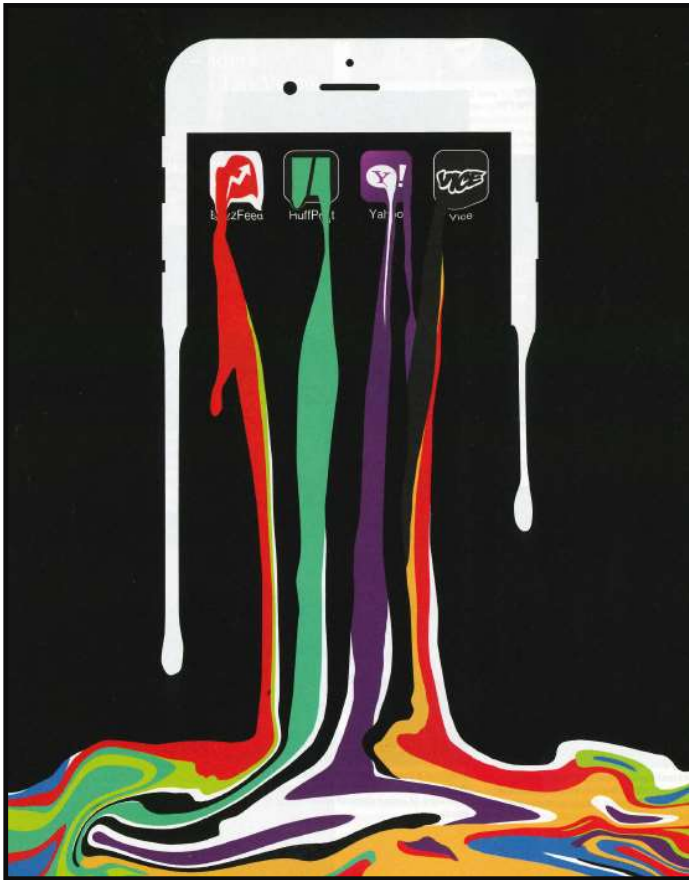




# Digital Media Meltdown

*Between Laying Off Hundreds and Losing Web Traffic and Dollars, What Does the Future of News Look Like Now?*

Editor & Publisher Cover Story – April 2019



*"Digital media companies built themselves on a business model that's proven to not have any underpinnings....."*

*"I think digital media companies are going through the growing pains of a market that has become saturated and is now starting to consolidate. There's just too many players."*

*"Netflix puts the consumer at the center of the process instead of designing a platform based around the delivery of advertisements."*

*"I remain concerned about the ability of digital content to be supported by digital advertising."*

*"I'm still unconvinced any media company can survive if their main source of revenue comes from digital advertising."*

*"There's virtually no examples in the eco-system that you can somehow support content creation with solely digital advertising."*

*"What if there's literally no profitable model for digital news?"*

*"So why aren't digital media companies able to sustain themselves online, even as digital advertising is sky-rocketing? Two words: Facebook & Google"*

# Don't Throw The Baby Out With The Bath Water!

## DON'T's.....

- Don't purposefully trade print dollars for digital nickels
- Don't think you are the NY Times, Wall St. Journal, or the Washington Post....YOU'RE NOT!
- Don't believe your digital audience is as valuable as your print audience....just ask your Advertisers
- Don't Blame Mather Economics or any other uber-aggressive econometric price model for your Volume loss(es)
- Don't buy into the notion that you can sustain the requisite news gathering infrastructure needed in the future....via a "Subscription Only" environment
- Don't give up on pre-prints.....the volume correlation is still vital
- Don't force subscribers to change news/ad consumption habits
- Don't become so enamored with digital subscription growth that you forget the 80/20 rule

**Don't Kid Yourselfes...Print Still Rules The ROOST!**



# Don't Throw The Baby Out With The Bath Water!

## DO's.....

- Do execute acquisition/retention strategies/tactics to grow Print AND Digital subscriptions/audience simultaneously
- Do charge subscribers for Content NOT Platform
- Do widen your funnel on both ends (Acq/Ret) utilizing lucrative price points to either acquire OR maintain subscribers
- Do employ a "Digital Content Protection" strategy
- Do utilize price elasticity models to determine propensities to pay
- Do educate your subscribers on the value, benefits, and convenience of the platforms in your Digital Suite
- Do comprehend the power of "recurring subscription revenues" with procrastination working in your favor
- Do a better job of on-boarding new customers.....doing so reduces churn 8-10%!
- Do invest in "Third Leg" revenue generating opportunities
- Do preserve the print audience "long tail" as long as possible until we have a strategic bridge to the future.....as of today we do not ☹
- Do strive to grow the largest audience possible for Advertising to monetize!

**Don't Kid Yourselfes...Print Still Rules The ROOST!**





### Patricia Print Loyalist

- 53.5 Years of Age on Average
- Reads Newspaper in Print Exclusively
- Retiree and Empty Nester
- Home Owner
- Morning Coffee and Newspaper Habit
- Relies on Print Advertising to Make Buying Decisions
- 25+ Year Home Delivery Subscriber
- Never Used Digital “All-Access” Portion of Package

### Daniel Digital Dignitary

- 41.4 Years of Age as a Newspaper Website Reader
- 38.6 Years of Age as a Newspaper Mobile App User
- Possibly a Dual Devotee (Reads in Digital & Print)
- Average Income of \$96,000 Per Annum
- Well Educated and White Collar
- Utilizes Computers and Devices Constantly
- Highly Price Sensitive
- Quality & Price are Their Subscription Triggers



### Olivia Out-Of-Home

- Spends 70% of Time Outside of the Home
- Cord Cutter, Cord Stacker or Cord Never
- Marketing to this Demo Inside the Home is FUTILE
- 60% of OOH Impressions Come From Buying Demos
- More Than Likely an Impulse Purchaser
- Desirable 16-40 Year Old Demo Advertisers Want to Reach
- Subscribes to Apps....Believes News/Advertising is FREE or Should Be FREE!



**Olivia Out-Of-Home**

**\$\$\$ ???**



**Daniel Digital Dignitary**



**Patricia Print Loyalist**



**16 Years Old +**

**Desirable Audience You Are Missing**  
**None of Your Products or Services Reach This Group**  
**Therefore You Receive ZERO DOOH AD Dollars in This Category**

**40 Years Old +**

**Lucrative Rating Structure**  
**Never Transition to a Print Loyalist**  
**Audience is of Low Advertising Value**  
**Revenues Will Never Replace Print \$\$**

**55 Years Old +**

**Declining Medium**  
**Priced to the MAX**  
**Content Can't Be Cut Further**  
**No Desire to Use Digital Platforms**

# 3 Legged “Longevity & Prosperity” Revenue Stool



## PRINT

- Core Print Subscriptions
- Alternate Distribution
- TMC/Weeklies/Alternative/Niche
- Pre-Prints/Special Sections
- Custom Publishing/Magazines
- Tourism Guides/Brochures
- Commercial Print
- Direct Mail

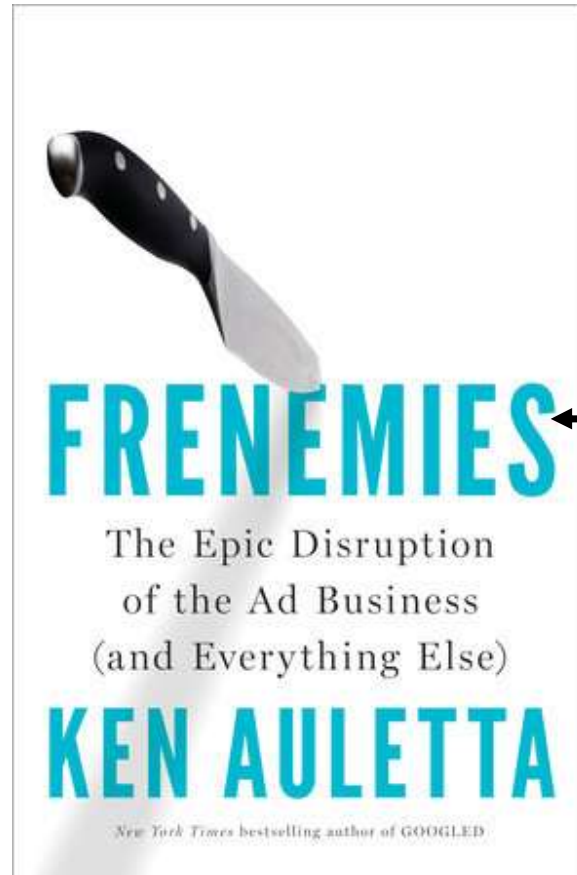
## DIGITAL

- Digital Only Subscriptions
- Digital Advertising
- Paid Mobile Applications
- Niche Sites (i.e. Hawaii.com)
- Outside Services
- Digital Agency
- E-Books
- Website Hosting - ISP

## TERTIARY REVENUE GENERATORS

- Location Based Video Advertising (DBN)
- SMB (Star-Advantage Club)
- Star-Events Division
- Booking Engines
- Magazines/Custom Publishing
- Full Service Agency (Oahu Media Group)
- Star-Merchant Services

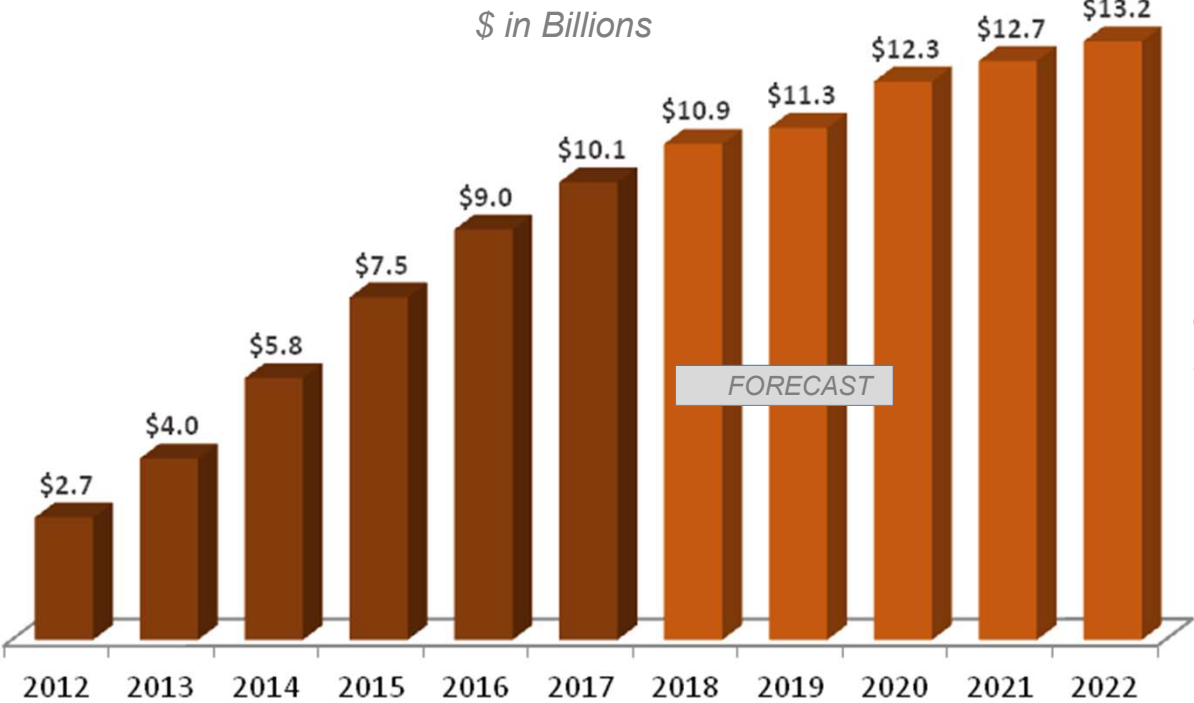
# Radically Changing \$2 Trillion Global Advertising Landscape



## **Beware Big Advertising Agencies**

*“An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of Googled”*

# US Local Online Video Ad Spending



© Borrell Inc., 2018.  
All rights reserved

Source: Borrell Associates Inc.



# Digital (DOOH) and Location Based Advertising to be the Catalyst in next 4 years..

Digital Out of Home Market (DOOH) Forecast  
To reach **\$26.2 Billion** by 2023.

"If you are spending a lot of time, energy and focus marketing and messaging to consumers inside the home, I say you're doing yesterday's business," *Barry Frey- CEO of The Digital Placement Advertising Association*

**TV Advertising was down -7.8% in 2017**

**Down -8.7% in 2018 when you factor out Political bump...**

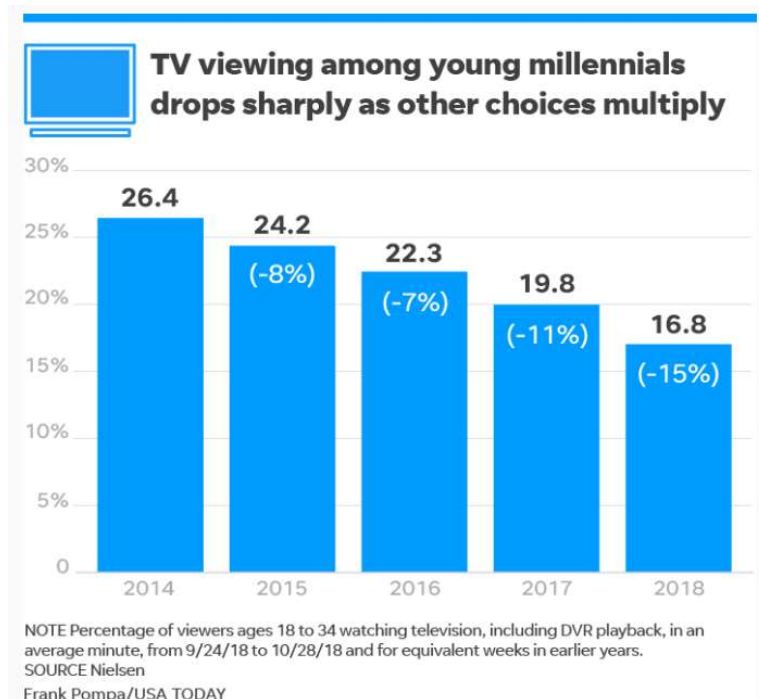
**2019 TV Revs will be down double figures easy.....**

***WHY? TV is losing Share to tech companies investing heavily in online Digital Video Distribution Channels.***

# How much have younger viewers bailed on traditional TV? New stats are alarming

Gary Levin, USA TODAY Published 8:15 a.m. ET Nov. 12, 2018 | Updated 10:41 a.m. ET Nov. 13, 2018

**Younger viewers are fleeing TV at an accelerated pace!**



# LOCATION BASED DIGITAL VIDEO ADVERTISING....

.....Will EXTEND Your  
Audience and  
INCREASE Revenues  
NOW!

Star-Media's Digital Out-Of-Home Marketing is  
**REVOLUTIONIZING  
ADVERTISING WITH  
VERIFIED ENGAGEMENT**

**DBM VERIFIED ENGAGEMENT REPORT / DECEMBER 2018**

Viewers	3,342,037
Total Opportunities to See	7,911,014
Total Plays	23,017,938
Gender Overview	45.3% Female Viewers
	54.7% Male Viewers



# 3.3

**Million+ Views**  
have been measured on the  
**Digital Billboard Network.**

Using our proprietary dynamic verified engagement technology we can determine demographic data such as age and gender. In total our screens captured 3.3 million views. Our advertisers are averaging as low as 3-cents per view.

**"...We are an increasingly urban society. We are actively living and working in cities. We are walking about, and we're not languishing in suburban homes around the television set anymore."**

—BARRY FRY  
President, CEO  
Digital Place-Based Advertising Association | New York

**DIGITAL BILLBOARD NETWORK**  
A DIVISION OF  
STAR MEDIA

FOR MORE INFORMATION CONTACT  
BRANDON YAMASHITA  
(808) 528-4343  
byamashita@star-media.com

**Hawaii Network**  
250 LOCATIONS  
Video marketing messages throughout Hawaii are seen at retail locations on video screens and digital newspaper racks that are strategically installed at over 250 locations...and growing!

More screens at the Best Western century location. Digital newspaper rack at Jamba Jamba.



**"The digital billboards above the newspaper racks at our Aloha Island mart stores are not only attractive and engaging, but they provide us with the opportunity to promote our brand and various products with minimal costs..."**

—CASSANDRA BUL, Marketing Manager



# **BECOME A BROADCASTER**

HOW TO **MONETIZE**  
DIGITAL VIDEO and  
**AUDIENCE**  
via a  
**LOCATION-BASED**  
Multi Media Platform!



# Leverage LEGACY Retailer Relationships.... .....Via “The Trojan Horse”

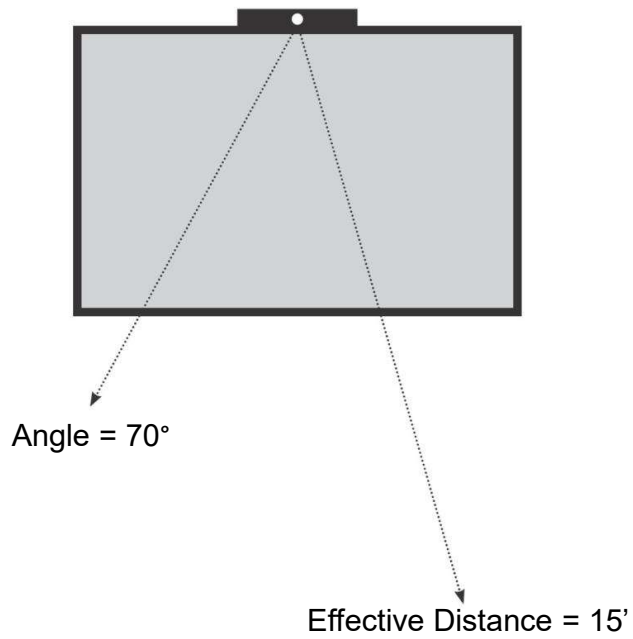


← **BROADCAST** Branded Content and Digital Video Ads  
via a location based multi-media platform



LOCATION BASED  
MARKETING  
SITEVIEW

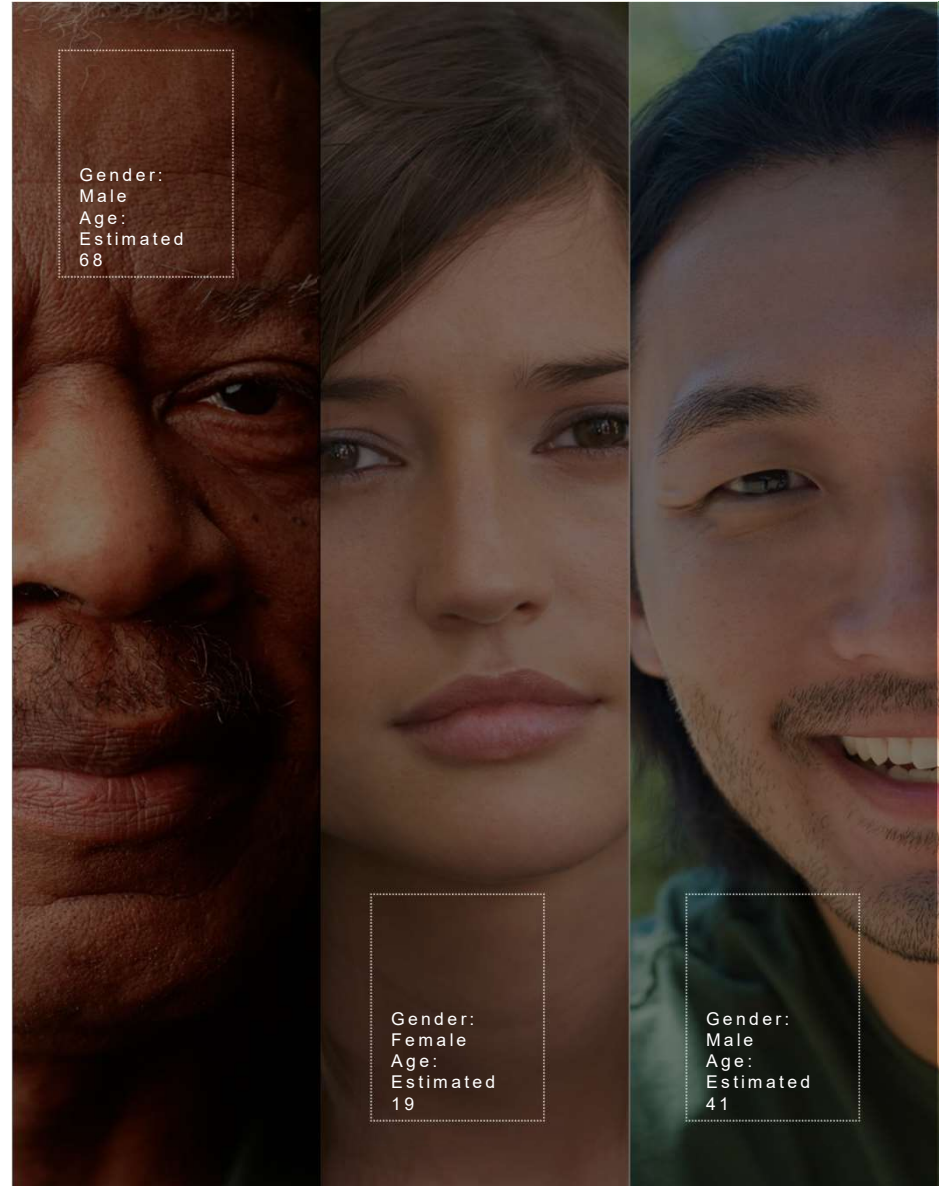




## DEMOGRAPHIC DETECTION & REPORTING TECHNOLOGY

Young	<20
Young Adult	21-30
Adult	31-44
Mature	45+

**VERIFIED ENGAGEMENTS!**





"480-SECOND CLOCK / 15-SECOND UNITS"

**15 ADVERTISERS**

PER NETWORK

# STANDARD RETAILER CLOCK

## 8 MINUTES

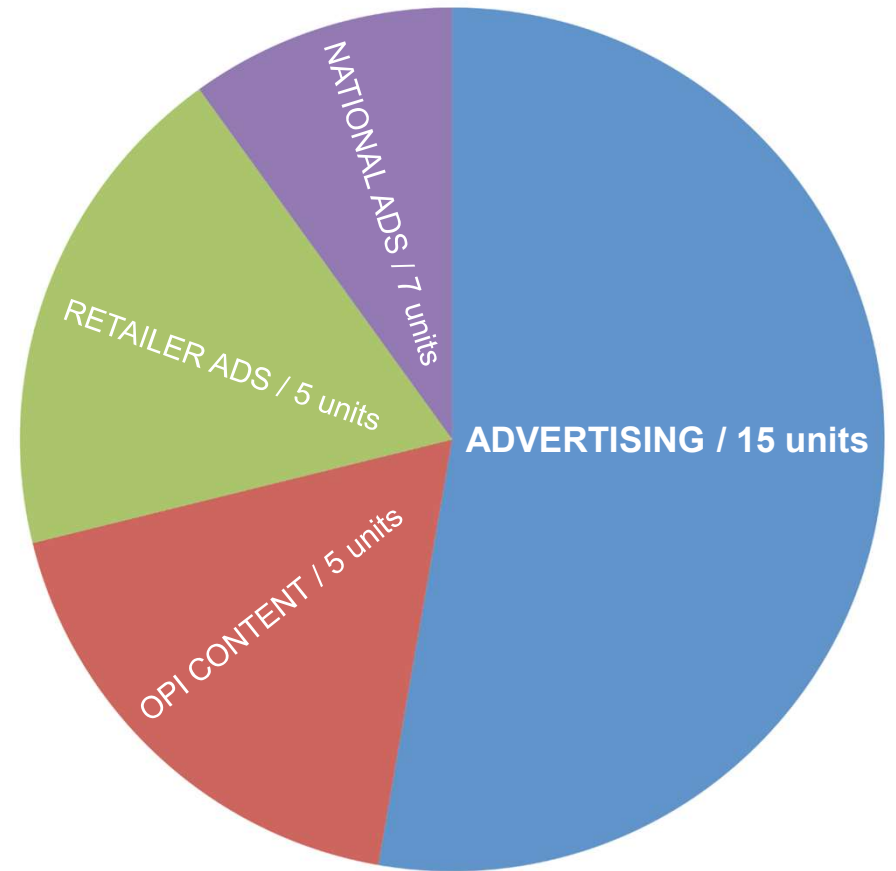
ADVERTISING / **15 units**

OPI CONTENT / 5 units

RETAILER Ads / 5 units

NATIONAL Ads / 7 units

GOAL: *4-6 Retailers to start 100 locations*



# 39 Current Networks = 294 Racks/Screens



65 locations  
(Statewide)



47 locations  
(Statewide)



Jamba Juice

29 locations  
(Statewide)



40 locations  
(Statewide)



16 locations  
(Statewide)  
(18 screens)



5 locations



10 locations



17 locations  
(Statewide)



1 location  
(2 screens)



1 location  
(4 screens)



22 locations  
(Statewide)



Coming Soon



3 locations  
(8 screens)



1 location  
(8 screens registers)  
(5 screens Liquor Dept.)



1 location  
(4 screens)



2 locations



1 location



2 locations



1 location  
(2 screens)



2 locations



08-01-2019 - 08-31-2019

All networks

All sites

All devices

All advertisers

All files

#### Viewership

Total Viewers 6,637,557  
Total Opportunities To See (OTS) 15,286,125  
Total Plays 39,080,146

#### Gender Overview

56.9% 43.1%  
Male Viewers Female Viewers

#### Age/Demographic Overview

Young (≤ 20) M / F 2.0% / 2.2%  
Young Adult (21-30) M / F 18.7% / 15.2%  
Adult (31-44) M / F 20.9% / 15.1%  
Mature Adult (45+) M / F 15.3% / 10.7%

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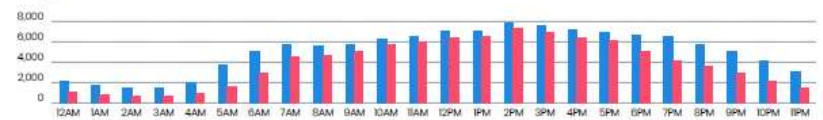
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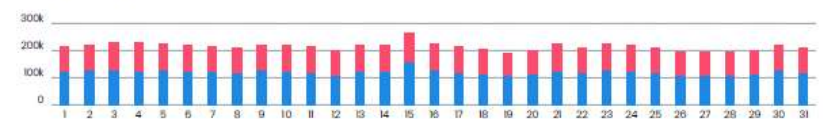
#### Viewers By Hour

Average Per Hour: 8,921



#### Viewers By Day

Average Per Day: 214,115



## DBN VERIFIED Engagement

August 2019 Report:

Views = **6,637,557**

Total Opportunities To See = 15,286,125



08-01-2019 - 08-31-2019

Jamba Juice

All sites

All devices

All advertisers

All files

Viewership

Total Viewers	253,925
Total Opportunities To See (OTS)	625,872
Total Plays	2,914,010

Gender Overview

52.7%	47.3%
Male Viewers	Female Viewers

Viewership

Total Viewers	253,925
Total Opportunities To See (OTS)	625,872
Total Plays	2,914,010

Gender Overview

52.7%	47.3%
Male Viewers	Female Viewers

Age/Demographic Overview

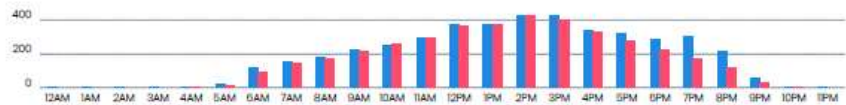
Young (≤ 20) M / F	3.1% / 2.9%
Young Adult (21-30) M / F	22.0% / 19.7%
Adult (31-44) M / F	17.8% / 16.4%
Mature Adult (45+) M / F	9.9% / 8.3%

Age/Demographic Overview

Young (≤ 20) M / F	3.1% / 2.9%
Young Adult (21-30) M / F	22.0% / 19.7%
Adult (31-44) M / F	17.8% / 16.4%
Mature Adult (45+) M / F	9.9% / 8.3%

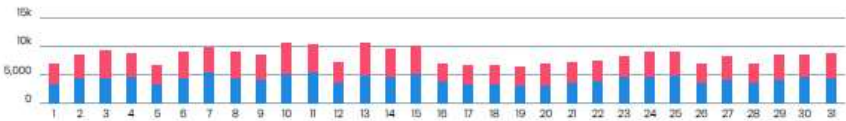
Viewers By Hour

Average Per Hour: 341



Viewers By Day

Average Per Day: 8,191



Jamba Juice.

# DBN VERIFIED Engagement

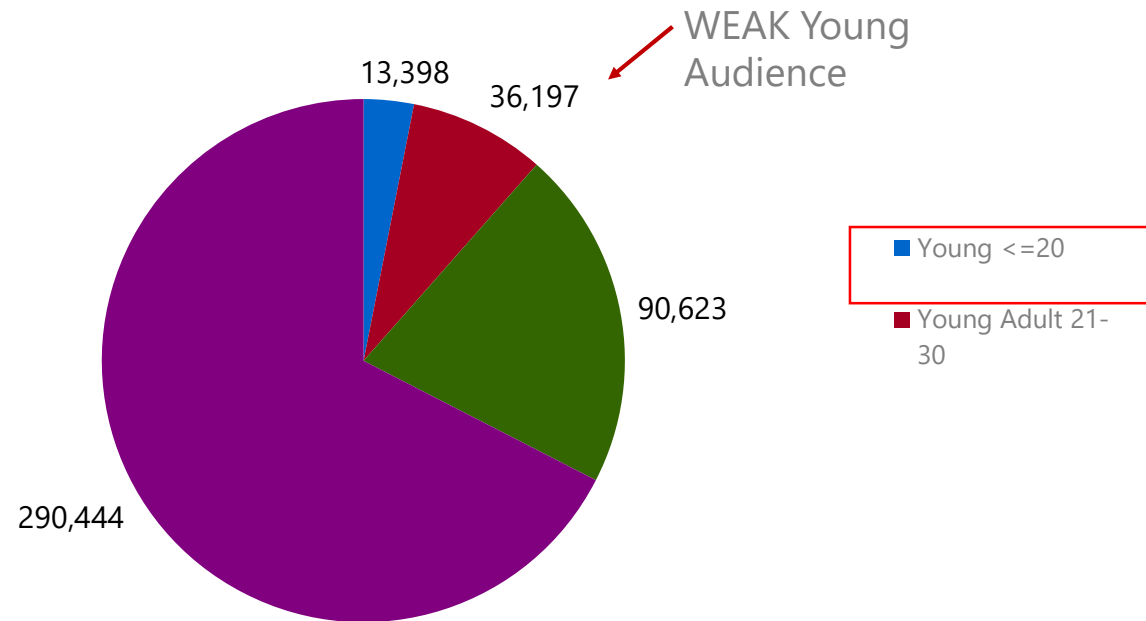
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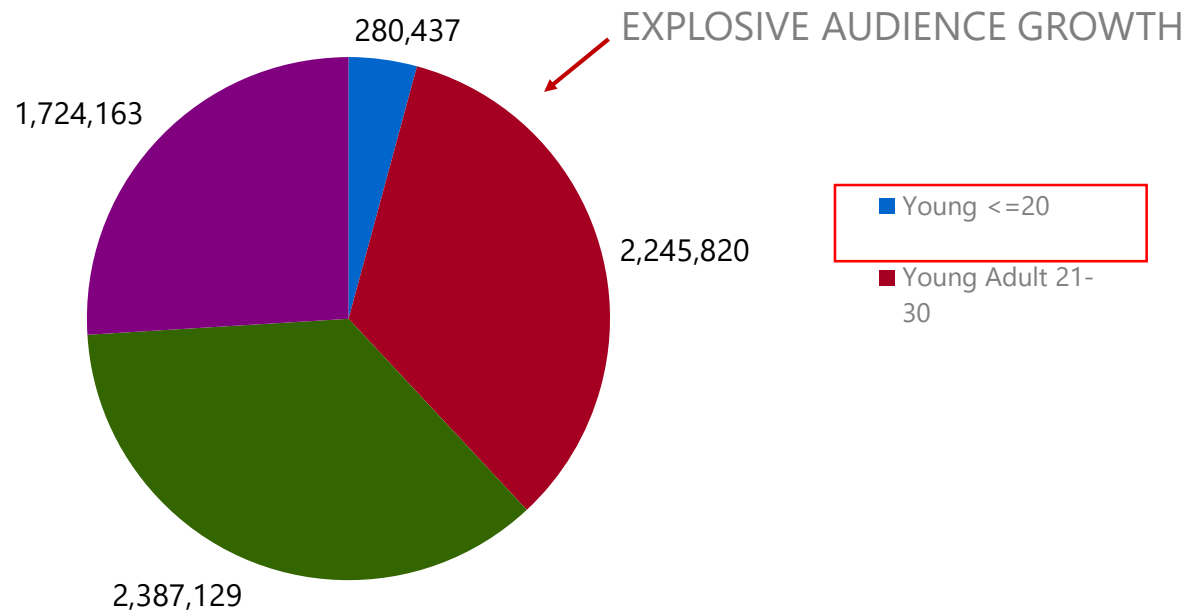
# BEFORE DBN...

## Star-Advertiser Weekly Reach



# EXPLOSIVE DBN AUDIENCE GROWTH!

## Digital Billboard Network



# OPI Reaches Hawaii's Largest Audience Weekly

*And We Now Reach Young Adults!*

## Digital Billboard Network

1,659,387 Weekly Views

**631,564 Young Adults**

596,782 Adults

431,041 Mature Adults

38% Young Adult <30  
36% Adult 31-44  
26% Mature Adult 45+

12% Young Adult <30  
22% Adult 30-44  
66% Mature Adult 45+

## Star-Advertiser

447,570 Weekly Readers

**51,998 Young Adults**

97,066 Adults

298,506 Mature Adults

16% Young Adult <30  
25% Adult 30-44  
59% Mature Adult 45+

6% Young Adult <30  
21% Adult 30-44  
73% Mature Adult 45+

## StarAdvertiser.com

497,884 Weekly Unique Visitors

**79,661 Young Adults**

124,471 Adults

293,752 Mature Adults

## MidWeek

253,854 Weekly Readers

**15,093 Young Adults**

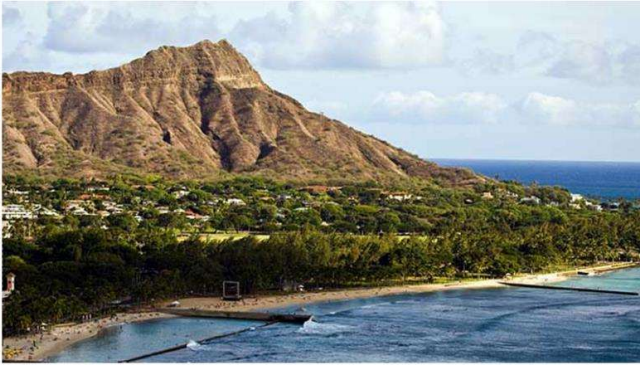
52,295 Adults

186,446 Mature Adults

**778,316 Weekly Young Adult Impressions**









*Longs Drugs*

Live healthy. Live happy. Live Longs.

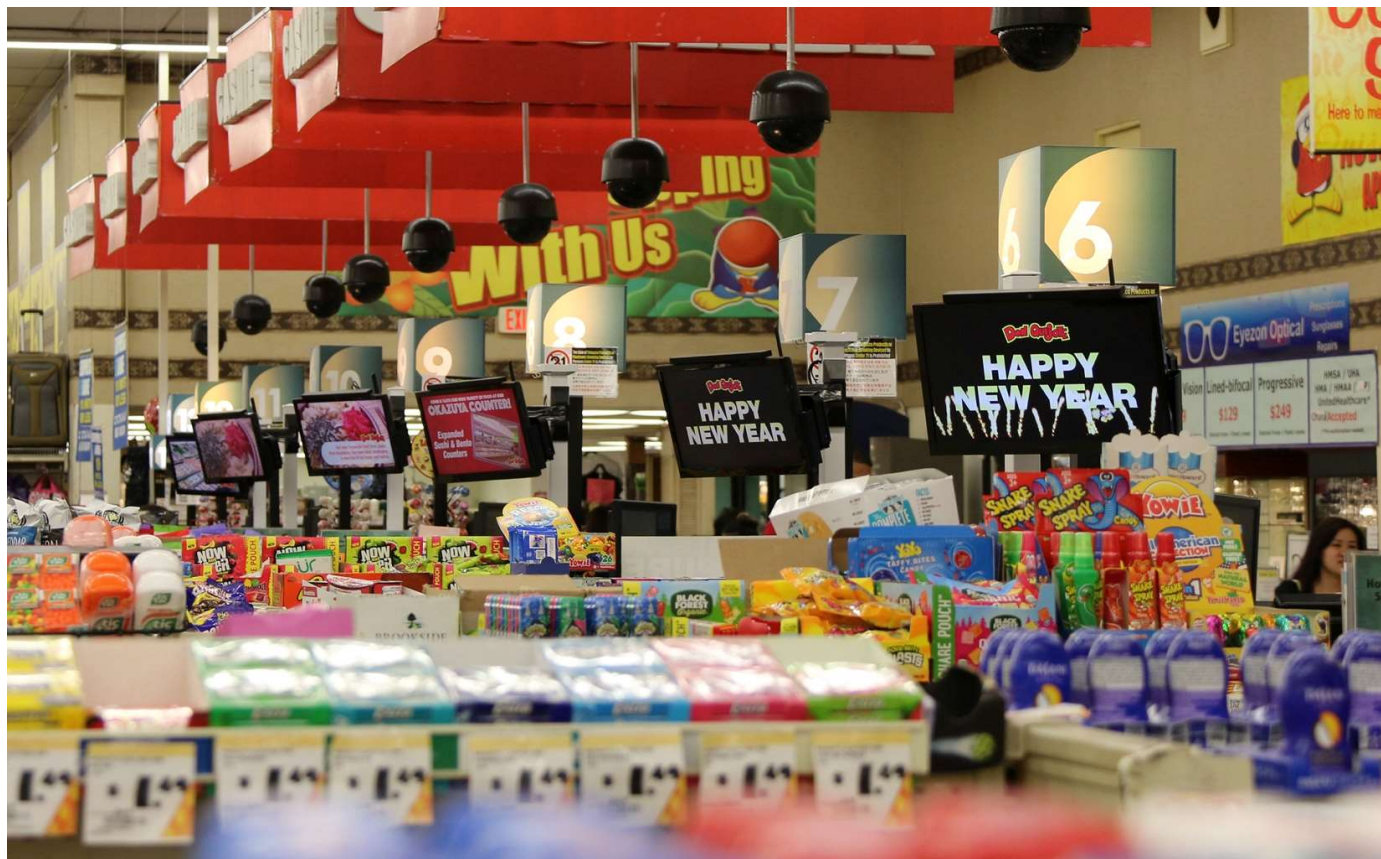
**CVS**  
pharmacy



*Walgreens*

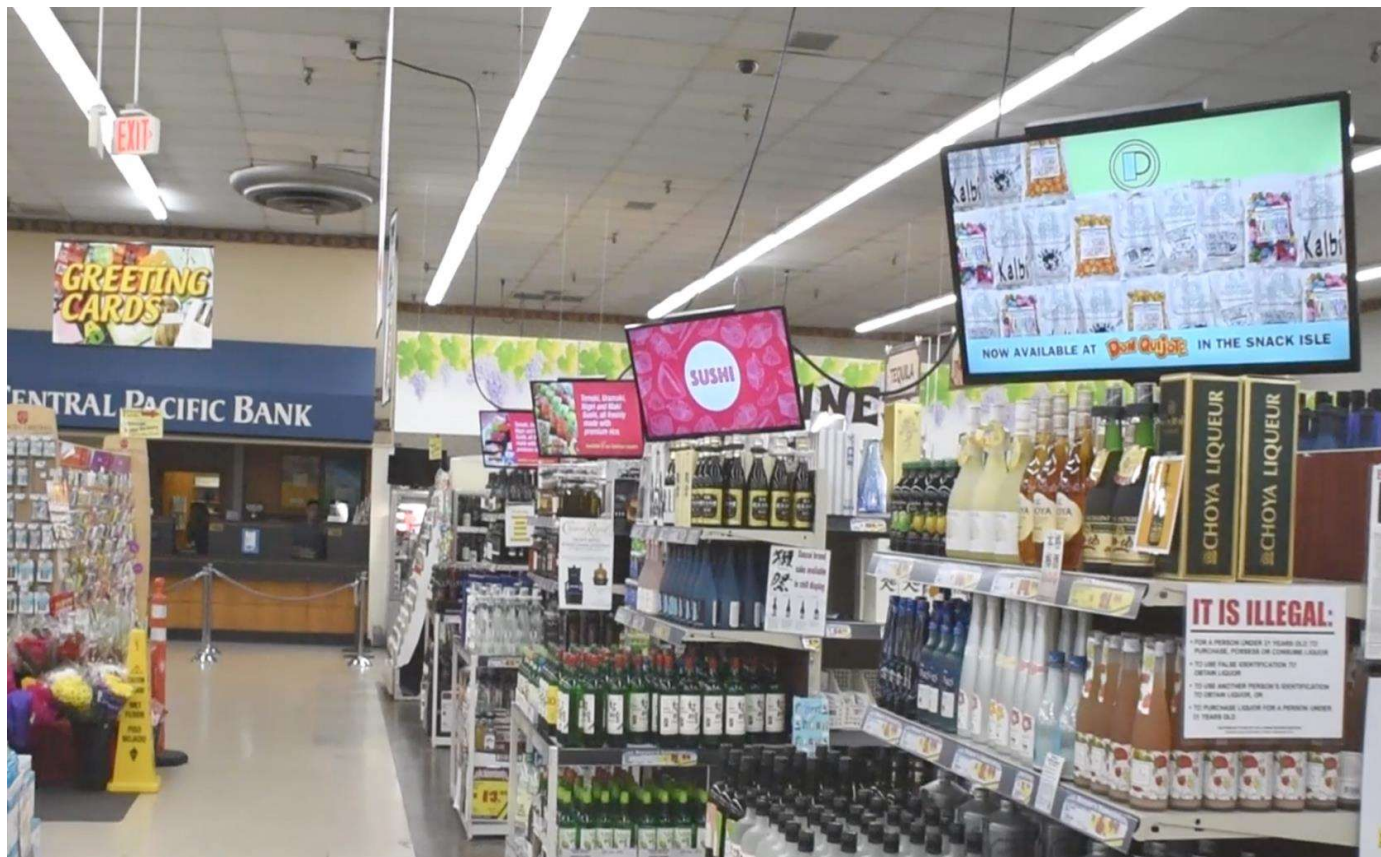


**Tamura's**  
FINE WINE & LIQUORS



## Grocery Store Model

SCREENS AT EVERY REGISTER



# Grocery Store Model

Liquor Section Screens

# King Windward Nissan CASE STUDY



**Generating \$1,250,000 of NEW Business**

# OPI / DBN Branded Content



**BROADCAST** Branded Content and Digital Video Ads  
via a location based multi-media platform



## QUICK START SUCCESS STORY

- ① LAUNCHED IN OCTOBER 2017 – 1 network with 40 racks
- ① 39 Networks 265 RACKS / 29 SCREENS = 294 TOTAL *(September 2019)*
- ① AUDIENCE 6,637,557 VIEWERS / 15,286,125 Impressions *(August 2019)*
- ① ADVERTISERS - 56% are new customers who did NOT advertise before!
- ① 50%+ Profit Margin!
- ① 10 Week ROI!
- ① Our Viewership is now larger than EVERY television affiliate in the State!

# DBN RATE CARD Model

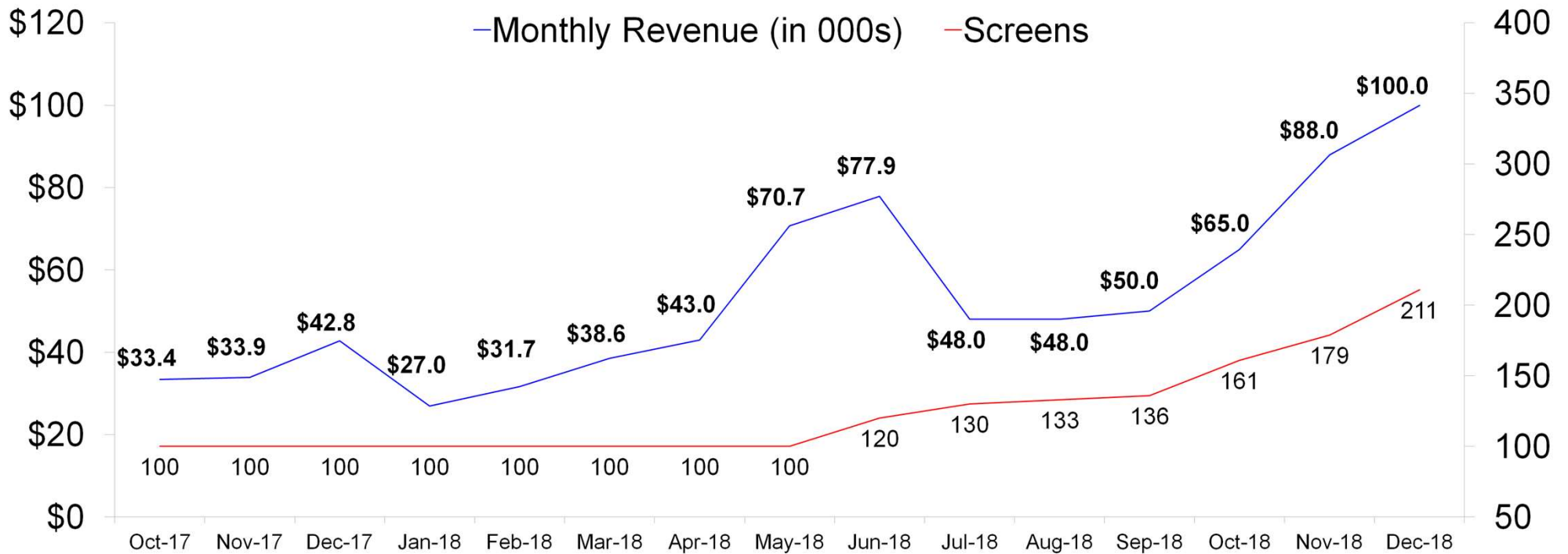
## NETWORK #1 – 25 Racks (Jamba Juice)

- GOAL - **\$840 Per Rack per Month** – 15 Advertisers per network
  - Ex -  $25 \times \$840 = \$21,000$
  - $\$21,000 / 15 \text{ Advertisers} = \$1,400$  per Month for each advertiser

## NETWORK #2 – 2 Screens (Tamura's Wine & Liquor)

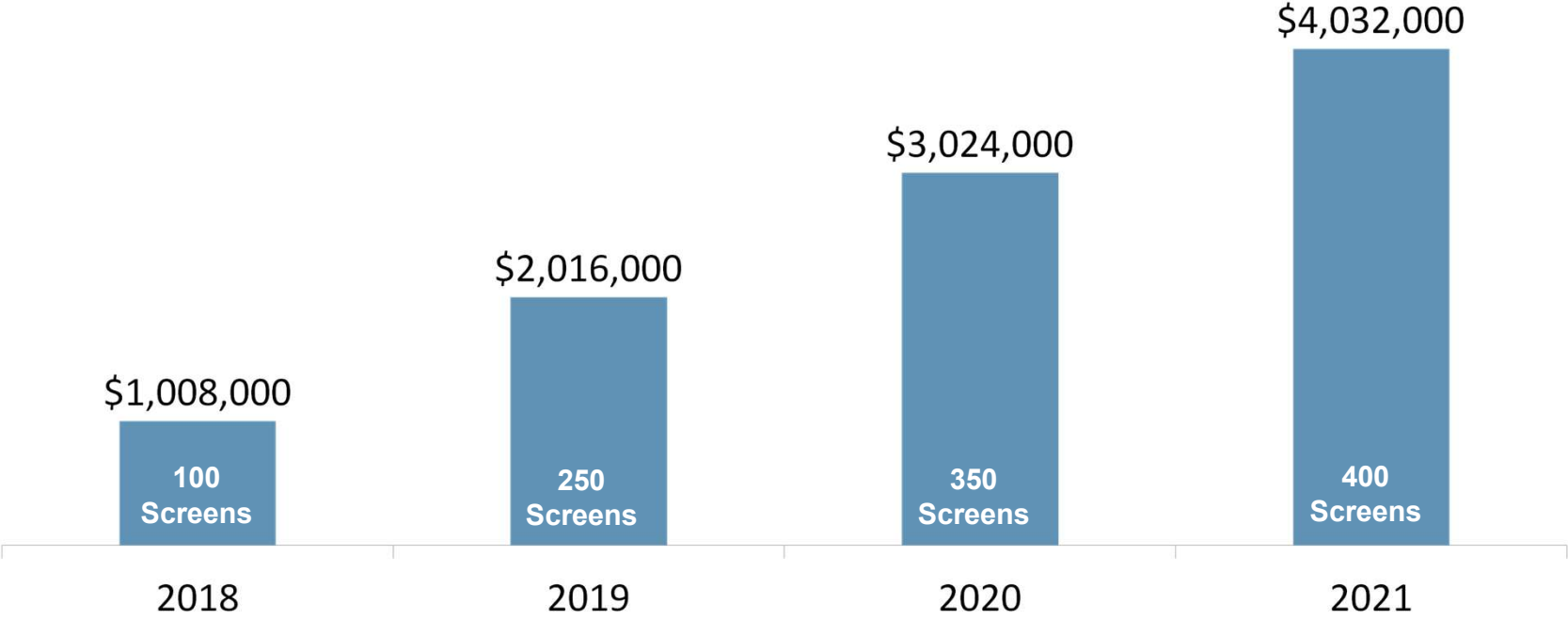
- GOAL - **\$2,500 Per Screen per Month** – 15 Advertisers per network
  - Ex -  $2 \times \$2,500 = \$5,000$
  - $\$5,000 / 15 \text{ Advertisers} = \$333$  per Month for each advertiser


# DBN Hawaii Growth Trajectory



**New 2019 Projected Revenue: \$2MM**

# DBN Hawaii Growth Trajectory






*“The digital billboards above the newspaper racks at our Aloha Island Mart stores are not only attractive and engaging, but they provide us with the opportunity to promote our brand and various products with minimal costs.*

*The added feature of capturing demographic information is also valuable in understanding the various customer segments who shop in our convenience stores. We are pleased with the digital racks, along with the service and quick turnaround time to upload new content.”*

**CASSANDRA BUI**

**MARKETING MANAGER  
ALOHA PETROLEUM, LTD.**





“The *Hawaii Tobacco Quitline* likes the variety and quantity of locations along with the different audiences the digital racks reach.

It provides us an opportunity for our messages to be in communities that are challenging to get visibility in before digital racks were available”

**LESLIE YAP**

**TOBACCO PREVENTION AND CONTROL SECTION  
STATE OF HAWAII**



# Current Digital Billboard Network Clients

*These Publishers Have Taken The Leap Into Broadcast!*

Oahu Publications Inc.  
*Hawaii's Largest Media Company*

Richmond  
Times-Dispatch

Tampa Bay  
Times  
tampabay.com

The Republican.  
Powering **MASS LIVE**

**LAS VEGAS**  
REVIEW-JOURNAL

smh.com.au  
The Sydney Morning Herald

**BH** MEDIA GROUP  
A Berkshire Hathaway Company

**SOUND**  
PUBLISHING INC

**nine**  
.com.au

THE  AGE

THE DAILY  
**Herald**  
www.HeraldNet.com

# Don't Just Take It From Me....

BUSINESS | HAWAII NEWS

## Digital Billboard Network generates industry buzz

Many locations available in high traffic areas



**ROCKSTAR ENERGY DRINK**  
16oz Variety Flavors  
**2/\$3**  
Available at this location only.

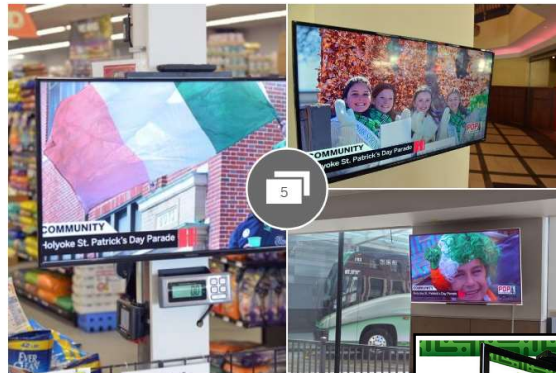
INTRODUCING **TIMESVISION**  
In-store video advertising • featuring Verified Engagement!

### Just the Facts:

- 24" - 40" high-definition video monitors
- TimesVision runs continuously and does not include sound
- Video production services available
- Select your target zone areas and local stores
- Distribution partners include select Kahwa coffee shops, Rally food marts and numerous convenient stores throughout the market

## The Republican introduces POP Network news and advertising video screens

Posted Mar 25, 2019



Gallery: The Republican's POP Network terminals around Pioneer Valley

the A section

## Advertising Made Easy

*Richmond Times-Dispatch* launches video marketing solution

**T**he *Richmond (Va.) Times-Dispatch* has launched Virginia's first digital out-of-home video marketing solution. Combining data and technology, the Virginia Video Network (VVN) is a location-based video advertising solution delivered through standalone periodical racks and video displays.

According to a press release, the new solution provides a way for advertisers to target VVN racks in desirable locations based on data demographic and market directly to consumers at the point of purchase in high traffic retail locations.

Currently, there are more than 20 active display screens in retail locations across Richmond, also part



L.L.C., along with their Fas Mart convenience stores, to place 10 screens in their top locations.

The program is led by a five-year employee of the *Times-Dispatch* and former director of digital sales Broderick Thomas. His new title is director of the Virginia Video Network.

"The Virginia Video Network revolutionizes the way we provide valuable news content that our audience depends on, as well as the business solutions that we offer

## Going Digital

SUSAN KANG SUNDERLAND on November 14, 2017 at 12:02 pm




## FAIRFAX MEDIA'S AUSTRALIAN METRO PUBLISHING PARTNERS WITH PHOENIX VISION TO EXPAND LOCATION BASED BROADCAST PRESENCE WITH "DIGITAL BILLBOARD NETWORK"

Two iconic Aussie brands, *The Sydney Morning Herald* and *The Age* in Melbourne, will both utilize Phoenix Vision's SiteView technology atop select in-store distribution displays to promote their products and services while capturing valuable data on viewership and audience demographics.



# Become Your Own Broadcaster

- ① **Build Out Your Digital Billboard Network** – Legacy Retailer Partners
- ① **Garner Quick New Revenue** – TV and Digital Video Budgets. 50%+ Margin!
- ① **Robust Content Management System** –
- ① **“SiteView” Powered By Phoenix Vision** – Plugged directly into our infrastructure
- ① **Identifies Age And Gender Of Viewers.....VERIFIED ENGAGEMENTS!**
- ① **Advertisers And Retailers Receive Robust Viewership Reports**



## PROFITABLE REVENUE

Need to create additional PROFITABLE REVENUE vs. cutting expenses

## KNOW WHO'S VIEWING

Need for advertisers to KNOW WHO IS SEEING THEIR ADVERTISING via gender, age and actual location

## INCREMENTAL SALES FOR RETAILERS

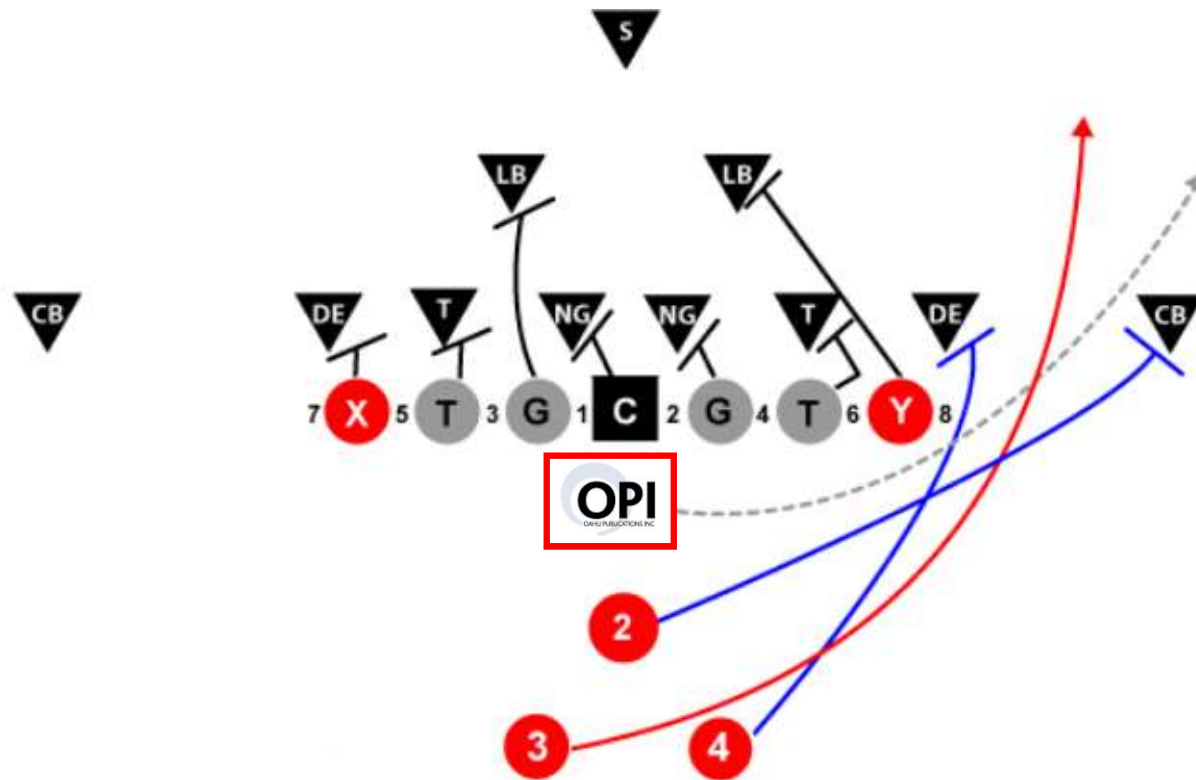
Enhancing the effectiveness of retail stores to educate consumers and generate INCREMENTAL SALES

## CHANGE YOUR CULTURE

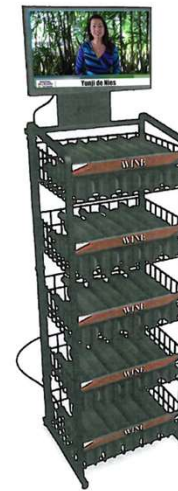
CHANGE YOUR CULTURE to become an innovative digital broadcaster

# OFFENSE VS. DEFENSE MEDIA COMPANY OBJECTIVES

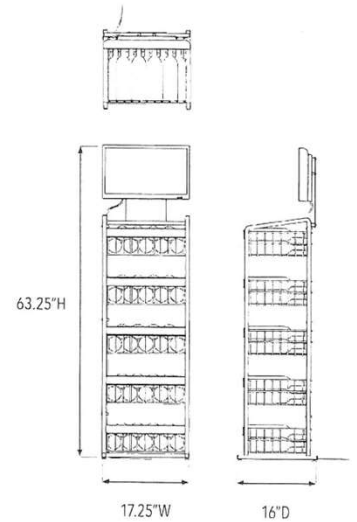
# Are You On OFFENSE Or DEFENSE?



# Customized Merchandising Screens & Racks



Tubular and wireframe construction.  
Monitor displayed at top of fixture  
Shelf strips featured on each shelf  
Cord management system keeps monitor wire secured.  
17.25"W x 16"D x 63.25"H



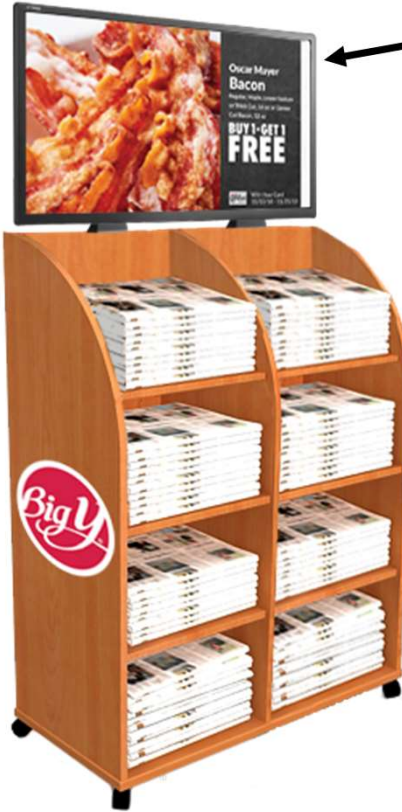
# The Republican.

## Custom Grocery Store Rack



**Custom** Logo  
(Screen Printed or Sticker)

(8) Compartment  
Wooden Design  
(Maple Wood Color)



Large  
Format  
Digital Screen  
Running **"SiteView"**

**Monetize** other  
Shelf Space  
(Real Estate / Lifestyle Pubs)



The Republican.

**Custom C- Store Rack**



*Custom* Logo  
(Screen Printed  
or Sticker)

Large Format Screen  
Running "*SiteView*"

*Monetize* other Shelf Space  
(Real Estate / Lifestyle Pubs)

(8) Compartment  
Metal Design  
(7/11 Beige)

Pharmacy Custom Racks



Featured Product Shelving

Custom Logo (Screen Printed or Sticker)



Large Format Screen Running "SiteView"

HMSA Sponsorship

Pharmacy Collateral Materials

Shopping Basket Retrofit

# The Republican.

## Custom Venue Kiosk



**Custom** Logo  
(Screen Printed or Sticker)



Large  
Format  
Digital Screen  
Running **"SiteView"**

**Promote** Union Station  
Venues and Services



The Republican.