

# ADFINDER

## GUIDE

ADFINDER IS A MARKETPLACE FOR BUSINESSES TO FIND BILLBOARDS.

PEOPLE CAN COME ONTO ADFINDER PUT IN THEIR LOCATION AND FIND AVAILABLE ADS AROUND THEM.

ADFINDER ALSO TAKES IT A STEP FURTHER AND ALLOWS COMPANIES TO FIND BILLBOARDS BY SEARCHING TARGET MARKETS (DEMOGRAPHICS)

DEMOGRAPHICS, BILLBOARD AFFILIATIONS, AD TYPES, DETAILS LISTING PAGE INFO ALL HERE:

<https://drive.google.com/drive/folders/1uupliyNpdS1hInJUrP-bi9otP9ddXHam?usp=sharing>

# PHOTOS/VIDEOS

(LOOK AT AIRBNB)

**TITLE**

● LOCATION ● PRICE ● TYPE OF AD

**ABOUT SPACE**

PROFILE PICTURE

**CONTACT INFO**

**CONTACT THEM**

**(MESSAGE)**

●  
●  
●

**DETAILS**

DEMOGRAPHICS

ARTWORK

COMMUNITY

# TABS

DEMOGRAPHICS (CREATE COOL GRAPHICS TO  
SHOW DATA)

ARTWORK

COMMUNITY



## AFFILIATION



## CALENDER

SPECIAL AFFILIATION DATES

CONTACT INFO CARD  
FLOWS DOWN WHEN  
SCROLLING



# MAP

MEDIA +

PRICING +

DISTANCE +

AFFILIATION +

DEMOGRAPHICS +

**IMAGE**

**BEGINNING OF DESCRIPTION**

LOCATION

DISTANCE FROM YOU

MEDIA TYPE

IMPRESSIONS

COMPANY  
NAME

LOGO

**IMAGE**

THIS BILLBOARD IS LOCATED ONSUNSET BLVD.  
ATTRACT THE ATTENTION OF...

330 PICO DR  
BILLBOARD

30 MILES  
293,000

HOLLYWOOD  
BILLBOARDS

LOGO

# HOME PAGE

- New Design needed
- Need someone with creativity and vision to create a great page
- Homescreen will have a video in background! With the searchbar. Please make this part video friendly FYI.
- Please look over current design. Improve! (<https://adfinderusa.com/home>)
- Please look over great examples (Airbnb and <https://www.thestorefront.com/>)

# Advanced Filter

Design Idea/Choices:

[https://drive.google.com/drive/folders/1xI5lvsNM\\_BkPjQWIFg-1IaHsY9Ne26K0?usp=sharing](https://drive.google.com/drive/folders/1xI5lvsNM_BkPjQWIFg-1IaHsY9Ne26K0?usp=sharing)

## Information needed on Filters:

General Filters:

- Media Type
- Price
- Impressions
- Distance

Demographic Targeting:

Age Targeting

Gender Targeting

# Advanced Filter

## Information needed on Filters:

### Demographic Targeting:

- Age Targeting
- Gender Targeting
- Ethnicity Targeting
- Population Targeting
- House Hold Income Targeting
- Education Attainment Targeting
- Martial Status Targeting
- Unemployment Rate Targeting

### Affiliation Targeting:

- List All Affiliations

# Posting a Billboard

- New Design needed
- Need someone with creativity and vision to create a great page
- Current Design (<https://adfinderusa.com/post>) (must create billboard poster profile)  
<https://drive.google.com/open?id=1qbafjEv3cyyOb32GrjFQ0CymAwoiUp-x>