

# Location Criteria for GOHOLE ads

The criteria to add a location to the GoHOLE ads are ranked from most important to less important all criteria must be met in order to add the location to the network and for you to earn your royalty. As the marketing lead who inputted the location you earn a royalty for all income earned from the location and if the location wishes to advertise within the GoHOLE ads network you can also earn a commission off each ad spot purchased.

## 1) TOTAL TRAFFIC

- a) This includes foot traffic, street traffic, drive by traffic and staff traffic. If there is lots of people seeing the sign the better
- b) Minimum overall traffic can not be lower than 4,000 views a month (NO EXCEPTIONS)

## 2) FOOT TRAFFIC

- a) The more the foot traffic the better as this will lead to direct sales for our advertisers
- b) Foot traffic should not be lower than 3,000 views a month (NO EXCEPTIONS)

## 3) WIDE RANGE OF ADVERTISING

- a) Our goal is to only advertise products that directly relate to the location the ad is displayed. So the more things we can advertise at the location the better.
- b) Each location should have the minimum option to advertise 5 different categories (Liquor, Nightlife, transportation, soft drinks, concerts/events)
- c) The only way the minimum of 5 different categories can be ignored is if the location has over 100,000 total traffic

## 4) DEMOGRAPHICS

- a) Each location should have the demographics of the types of people who use or see the location recorded to make sure advertising is shown to the right audience
- b) Each location should have at least 3 different demographics
- c) The only way the minimum of 3 different demographics can be ignored is if the location has over 100,000 total traffic

5) GOOD CHANCE THE LOCATION WILL ADVERTISE IN OTHER LOCATIONS  
WITHIN THE NETWORK

- a) The location is not obligated to advertise with us but we do want to encourage it
- b) As the marketing lead who inputted the location you earn a royalty for all income earned from the location and if the location advertises within the GoHOLO ads network then you too can earn a commission off the ad space sold.