



Expect more from your advertising

STATISTICALLY PROVEN RESULTS

<p>10-15% increase in-store traffic using digital billboards</p>	<p>10% larger average sales ticket</p>	<p>72% shop on their way home</p>	<p>68% make shopping decisions while in the car (impulse drivers)</p>
<p>32% visited a business they saw advertised on a billboard some time during the week</p>	<p>82% recalled advertisements seen in the last month</p>	<p>65% think the medium is a “good way to learn about new businesses in the area”</p>	<p>61% agree digital billboards are “a good way to learn about sales & events”</p>

Sources: Watchfire and Outdoor Advertising Association of America



Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Plus, consumers continue to spend the majority of their day outside the home. Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.

MESH DIGITAL BILLBOARDS WITH YOUR SOCIAL / MOBILE ADVERTISING





COMPARE FACTS

Digital Billboards

- Our Ad design cost is about \$75

- Our Weekly rates \$135 to \$165

- We provide localized geographic targeting

- Cycling multiple Ad images through single Ad slot = multiple demographic targets - same cost

- Changing your message every day means you can target impulse buyers

- CPM = \$2.00

Newspapers

- Plan on \$395 average design fees
- Up to 50% more for a full color ad

- A full page ad for ONE day > \$800+

- Many times the subscription area much larger than you need

- Single image = only one targeted audience

- Tough to do much more than brand marking.

- CPM = \$9.00

Television/Radio

- TV shoot minimum is \$1500
- Radio production least \$1,000

- TV is at least \$1,500 on a single station for just 30 spots.
- Radio runs \$1,000 per month

- Broadcast area is massively larger than the market you serve. Wasted money

- Same repeated ad wears out your potential clients. You can change it - expensively

- Have a sale?
Better plan well ahead

- CPM = \$33.30 to \$42.90

Static Billboards

- Vinyl ads run about \$1,500 to design and print

- Static billboards are \$700 to \$4,000 per month along a highway

- Excellent geographic targeting

- Unchanging, never current sales or new offerings. Not seen after 17 to 20 viewings

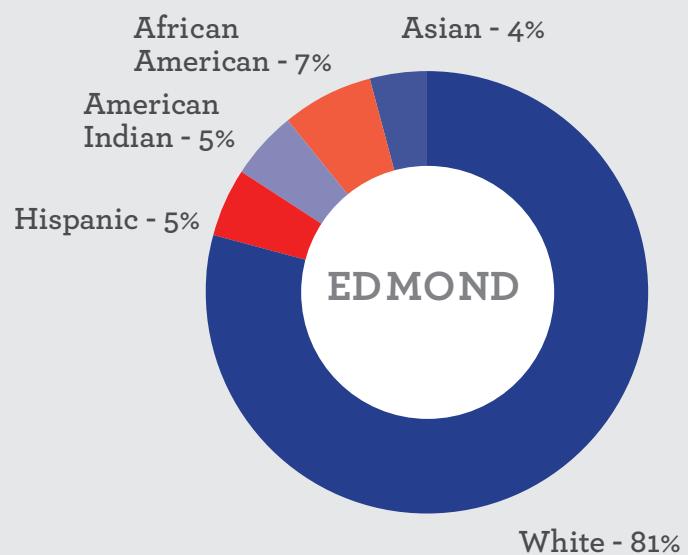
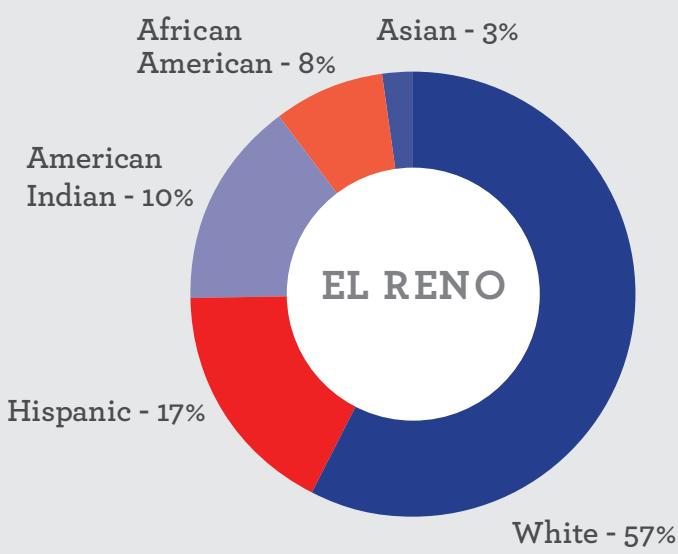
- Brand marking advertising only option

- CPM = \$1.00 to \$5.00



AUDIENCE DEMOGRAPHICS:

	Average	El Reno	Edmond
Population	49,501	20,212	78,789
Males	51%	54%	48%
Female	49%	46%	52%
Commute in minutes	21	19	22
Drive to work	90%	91%	89%
Mean Income	87,099	63,519	110,679
Over \$50k Income	58%	49%	67%
Over \$100k Income	28%	17%	39%
Blue Collar	38%	49%	27%
White Collar	62%	51%	73%
Female Labor Force	47%	45%	48%
College degree or higher	33%	12%	54%





RATES

El Reno	\$135 per week
Edmond	\$165 per week

OUR SERVICES



Digital Billboard Advertising

- Our primary business
- We use the latest technology to expand your business.
- We provide extremely effective advertising for small to medium sized LOCAL businesses. The result? increased sales!
- We are located on city roads with high traffic.



Outdoor Digital Signs

- We sell and install digital signage located on your property.
- Digital signage with well designed graphics attracts customers more than any other form of advertising.
- Digital signage makes your business stand out.
- Constantly changing advertising is proven to bring your customer inside the store.



Outdoor Marketing

- Need marketing guidance? We provide the perfect referral to the right company for you.
- We know who will provide constructive, clear marketing plans for you.

CONTACT US

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ABOUT US



Real-time Control

- Change your own Ads anytime.
- Display multiple Ads within your time slot.
- The large billboard companies ignore your market niche - the small to medium sized business. Clearly we do not.
- Our billboards cannot be missed by the passing traffic, no matter what radio station they have dialed in.



Pricing & Effectiveness

- Compare our price point to the various mediums of advertising (see Useful Facts).
- Our CPM cannot be beat.
- Digital Billboard Advertising generates the strongest Return-On-Investment.
- Our price point is most economical of all advertising mediums.



We Adapt - Constantly

INEX was started in 1995.

- We embraced the Internet in its infancy, understanding its potential.
- The company transitioned from creating the first net-based classified ad program to Digital Billboard Advertising today.
- We consistently strive to use technology efficiently and easily.