



CAPTIVE ADVERTISING

for a

DISTRACTED WORLD



LAKELAND, FL

MEDIA KIT



INDOOR BILLBOARDS PLACED IN THE
**MOST POPULAR VENUES IN
THE LAKELAND AREA!**

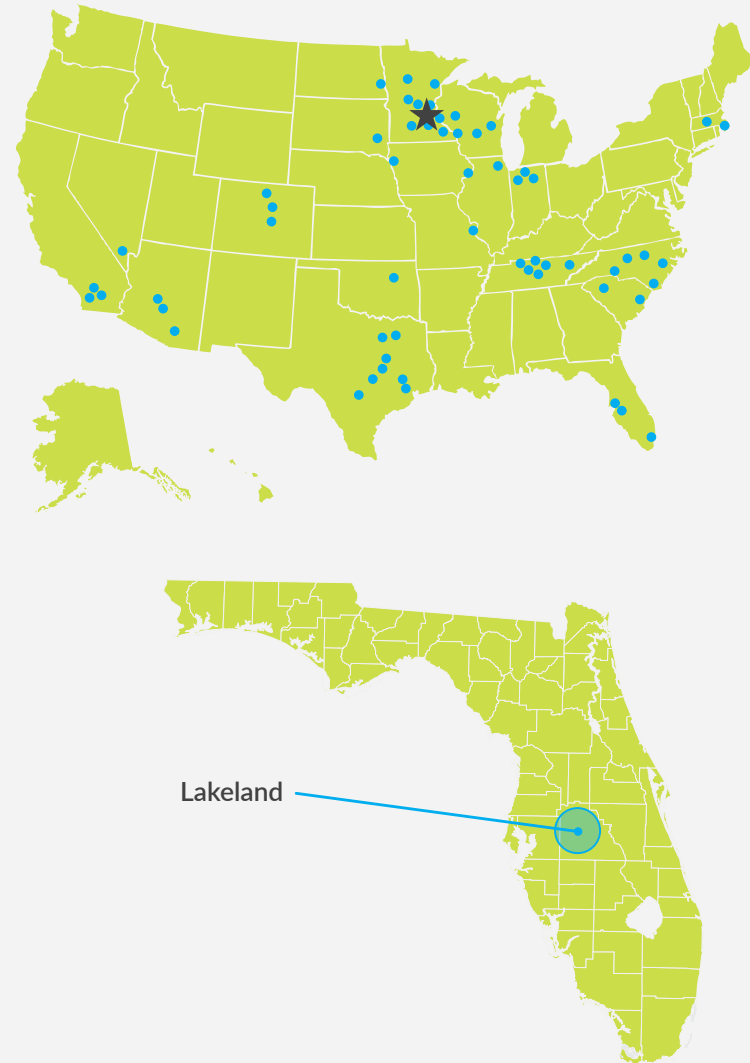
Advertise within our

NATIONAL VENUE NETWORK

Now within

LAKELAND, FLORIDA

- ★ = Social Indoor Headquarters
- = Franchise Market



THE DIGITAL FRONTIER IS IN THE LAKELAND AREA!

When you advertise within our network, your brand will reach consumers in high-traffic restaurants, bars and venues all across Lakeland.



DIGITAL INDOOR ADS

are the ultimate in captive audience marketing because consumers can't flip the page, change the channel, or turn it off. Digital ads allow for multiple creative changes on the fly. Your continuous ad loop runs **560 times per day**, per monitor.



VENUES OF ALL KINDS

Target your audience by the venues they frequent! Put your brand in **sports bars, concert venues, breweries, family restaurants, sports arenas, night clubs, gyms, fine-dining**, & more! Allow your brand to be a part of their experience.

THE BENEFITS

ROTATION

You can change your ads as often as you wish, and/or run multiple creatives.

ENGAGEMENT

Ads in the vanity area and above urinals can't be missed. They also target a gender specific, captive audience.

COST EFFECTIVE

Digital media means you don't pay for print production. Your ad could post for less than a dollar per day.

TARGET MARKET

Ads can be targeted to men or women; metro, suburban, or rural areas and other demographics based on the location and venue type.

CREATIVE

Ads can be static, or full motion. In-house creative services are available upon request.





We offer you a chance to be
A PART OF THE EXPERIENCE.



THE VENUE SPECTRUM

Our venues facilitate much more outings than just dinner or late night drinks with the friends. See the examples below.



Morning

BREAKFAST

COFFEE DATE

Late Morning

STUDYING WITH FRIENDS

BRUNCH

Afternoon

BUSINESS LUNCH

HAPPY HOUR

Early Evening

AFTER-WORK DRINKS

PUB & BREWERY CRAWLS

Late Evening

FAMILY DINNER

CELEBRATORY DINNER

Night

GAME NIGHT

BACHELORETTE PARTY

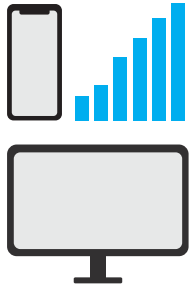
Late Night

LIVE MUSIC & KARAOKE



Place-based advertising that provides
LONG, QUALITY IMPRESSIONS.

THE NUMBERS



Out-Of-Home Advertising Drives

**4 TIMES MORE
ONLINE ACTIVITY**

Per ad dollar spent than TV, Radio & Print

Nielsen Study: OOH Most Effective in Driving Online Activity (2017). OAAA.org.

82% OF AMERICANS
IGNORE WEB ADS

The online ads Americans are most likely to ignore included: online banner ads (73%), followed by social media ads (62%), and search engine ads (59%).

GOO STUDY: Most of Us Ignore Online Ads. businesswire.com.

56% OF U.S. MARKETERS INCREASING
DOOH BUDGETS IN 2022

Budget projections for DOOH Campaigns for 2022 vs 2021.

Programmatic Trends for 2022: MiQ-AP survey Wave 6. Sept 2021. wearemiq.com.



WHAT PEOPLE ARE SAYING

“People are looking for something new that’s targeted and attention grabbing. This is the way to do it.” - *The Wall Street Journal*

THE WALL STREET JOURNAL

“Now Madison avenue has invaded the restroom, it’s surprising nobody has thought of this before.”
- *Newsweek*

Newsweek

“The restroom ads reach the audience most coveted by advertisers: 21-35 years old who like to go out and spend money Restroom ads also allow companies to target gender with 100% accuracy.” - *Fortune Media*

FORTUNE

“If you went to the restroom three times, you’d reach it again and again and again. Not only can indoor billboards reach a very discerning customer, but they’ve got that customer’s undivided attention.” - *Inc.*

Inc.

“Talk about a captive audience. Your attention is riveted directly on the space in front of you. People indeed read the ads thoroughly. Restrooms advertising is naturally an efficient medium for targeting strictly male or female audience” - *Adweek*

ADWEEK

“This was the only place in the world people would stand in line to read the advertising. A study by Rice University shows that the amount of time readers focus on the bathroom advertisements is about a minute and a half for men, and two minutes for women. You’ve got their undivided attention for a period of time” - *The Boston Globe*

The Boston Globe

DIGITAL VENUES ACROSS THE COUNTRY

Besides the names you've always known, we also work with the area's most popular independent & regional venues.



SOME OF OUR CURRENT ADVERTISERS

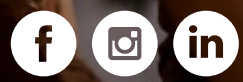




lakeland.si@socialindoor.com

To Learn More Call 863.308.4931

Issued June 2023
socialindoor.com



@SOCIALINDOOR
Like Us | Follow Us | Tag Us