



# CAPTIVE ADVERTISING

for a

# DISTRACTED WORLD



ARIZONA

---

MEDIA KIT

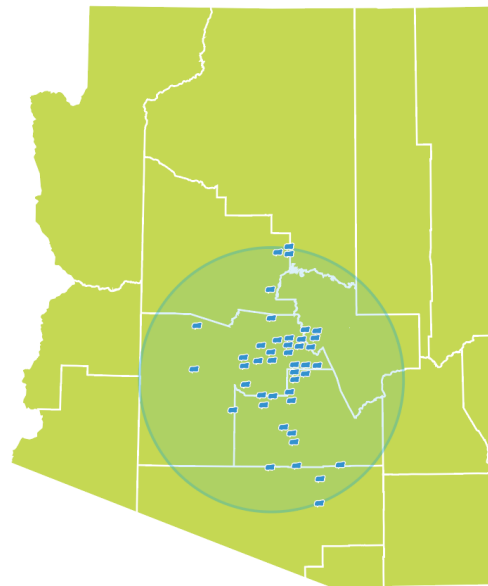




INDOOR BILLBOARDS PLACED IN THE  
**MOST POPULAR VENUES**  
**ACROSS ARIZONA!**

Advertise within our  
**NATIONAL  
VENUE  
NETWORK**  
Now within  
**ARIZONA!**

- ★ = Social Indoor Headquarters
- = Franchise Market



# THE INDOOR FRONTIER IS IN ARIZONA!

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





## OUR LOCATION LIST

is rapidly growing!

### NORTH PHOENIX

Dubliner Irish Pub  
F45 Training - Tatum Ranch  
Local Jonny's  
Loco J's Taco's & Tequila  
Majerle's Sports Grill  
O.H.S.O. Brewery - Paradise Valley  
Paradise Lounge  
PV Pie & Wine  
The Hideaway  
The Roadhouse  
Zipps Sports Grill - Glendale  
Zipps Sports Grill - Shea Blvd

### CENTRAL PHOENIX

Adela's Italian  
Big Daddy's Sports Lounge  
F45 Training - Biltmore  
Kobalt Lounge  
Let it Roll Bowl & Entertainment  
Little O's AZ  
O.H.S.O. Brewery - Arcadia  
O.H.S.O. Brewery - Central Ave  
Ten-O-One Roosevelt Row  
The Porch - Arcadia  
Zipps Sports Grill - Arcadia  
Zipps Sports Grill - Bethany Home  
Zipps Sports Grill - Park Central

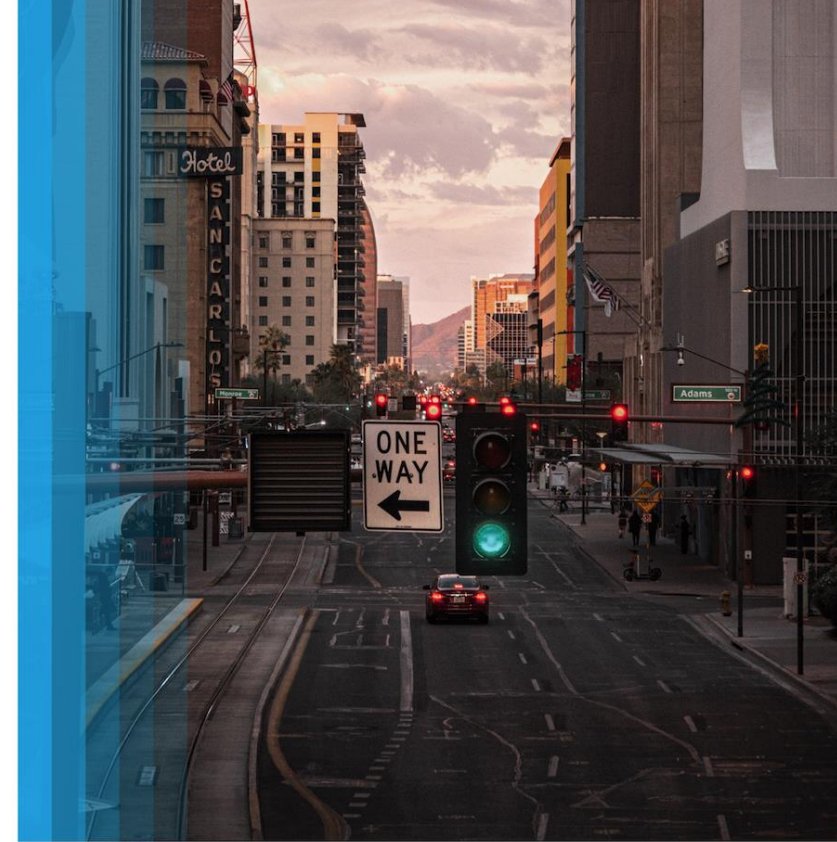
### SCOTTSDALE

Backyards Grill  
Boondocks Patio & Grill  
Crust Simply Italian  
D1 Training  
Detroit Coney Grill  
Goldie's Sports Cafe  
Matt's Big Breakfast  
O.H.S.O. Brewery - Scottsdale  
Sauce Pizza & Wine  
Scottsdale Gun Club  
Tavern Grill  
Texas Roadhouse  
VFW Post 3513  
Victorium Sports Complex  
Zipps Sports Grill - Camelback  
Zipps Sports Grill - FLW  
Zipps Sports Grill - Hayden  
Zipps Sports Grill - Kierland

### CHANDLER/TEMPE/GILBERT

Boondocks Patio & Grill  
Boulders on Broadway  
Crust Simply Italian  
Detroit Coney Grill  
F45 Training - Tempe Town Lake  
O.H.S.O. Brewery - Gilbert  
Spokes on Southern  
The Porch - Gilbert  
The Porch - Tempe  
Zipps Sports Grill - Ahwatukee  
Zipps Sports Grill - Chandler  
Zipps Sports Grill - Gilbert  
Zipps Sports Grill - McClintock  
Zipps Sports Grill - Mill Ave

*Tucson location list available upon request!*







We offer you a chance to be  
**PART OF THE 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

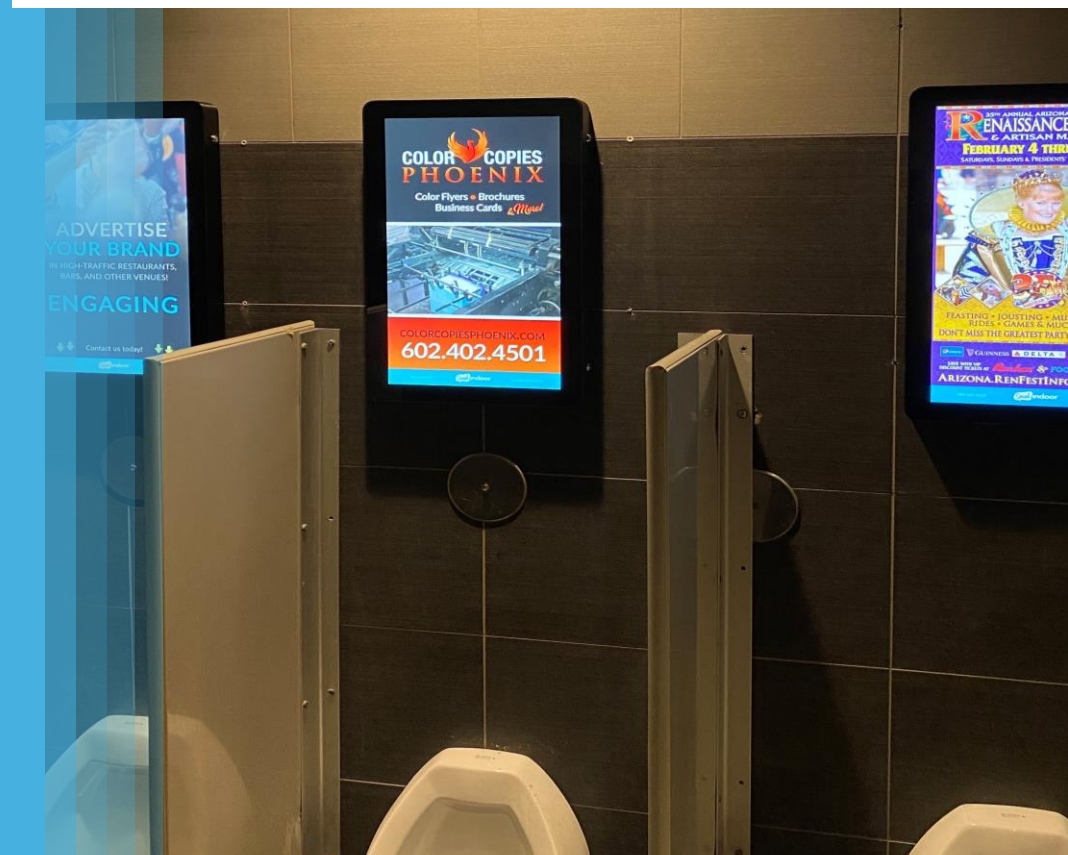
Digital media means you don't pay for print production. Your ad could post for less than a dollar per day.

## 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.







# THE VENUE SPECTRUM

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

<u>Morning</u>	BREAKFAST
	COFFEE DATE
<u>Late Morning</u>	STUDYING WITH FRIENDS
	BRUNCH
<u>Afternoon</u>	BUSINESS LUNCH
	HAPPY HOUR
<u>Early Evening</u>	AFTER-WORK DRINKS
	PUB & BREWERY CRAWLS
<u>Late Evening</u>	FAMILY DINNER
	CELEBRATORY DINNER
<u>Night</u>	GAME NIGHT
	BACHELORETTE PARTY
<u>Late Night</u>	LIVE MUSIC & KARAOKE



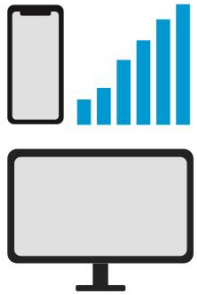




Place-based advertising that provides  
**LONG, QUALITY IMPRESSIONS.**



# 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](http://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](http://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](http://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.**

“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**

“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**

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

**Newsweek**

“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.**

“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**



# SOME OF OUR ADVERTISING PARTNERS

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







*Kyle Uhler, Franchise Owner*

480.447.6332

kyle.uhler@socialindoor.com

Learn more at **PHOENIX.SOCIALINDOOR.COM**

Issued June  
2024  
socialindoor.com



@SOCIALINDOOR  
Like Us | Follow Us | Tag Us