

All City Ads™

Target Homeowners with Mini-Billboards

What Makes Us Unique

- ✓ Our unique direct marketing avenue guarantees that your advertisement is viewed about 10 times per month for as little as 12.5¢ per view
- ✓ Our advertising targets homeowners in a particular city, a specific neighborhood, community, and/or zip codes. Then every 3 months ads get rotated to another part of the city to reach additional households.



Get Started Now and Connect With Ad Rep

☎ **954-408-8008**

☎ 877-Mini-Ads (646-4237)

🌐 info@allcityads.com



About Us

All City Ads has created the first universally sized Mini-Billboards Advertising Frame that are mounted to the top of cities trash and recycling bins, targeting your prospective clients.

Frame is Patent Pending and fits on all commercial sized bins that are used by cities, regardless of their size or bin lid type.



All City Ads is a creation of All City Permits, a nationwide permit expediting and licensing firm based in South Florida. Working with hundreds of building departments throughout the USA, we saw an opportunity to recreate the way that homeowners are marketed to and reached in the home. This method hopes to reduce direct mail and produce related environmental benefits. In addition, this project will generate millions of dollars each year for local cities and those funds could be utilized to fund programs and services that are currently not available or are under funded.

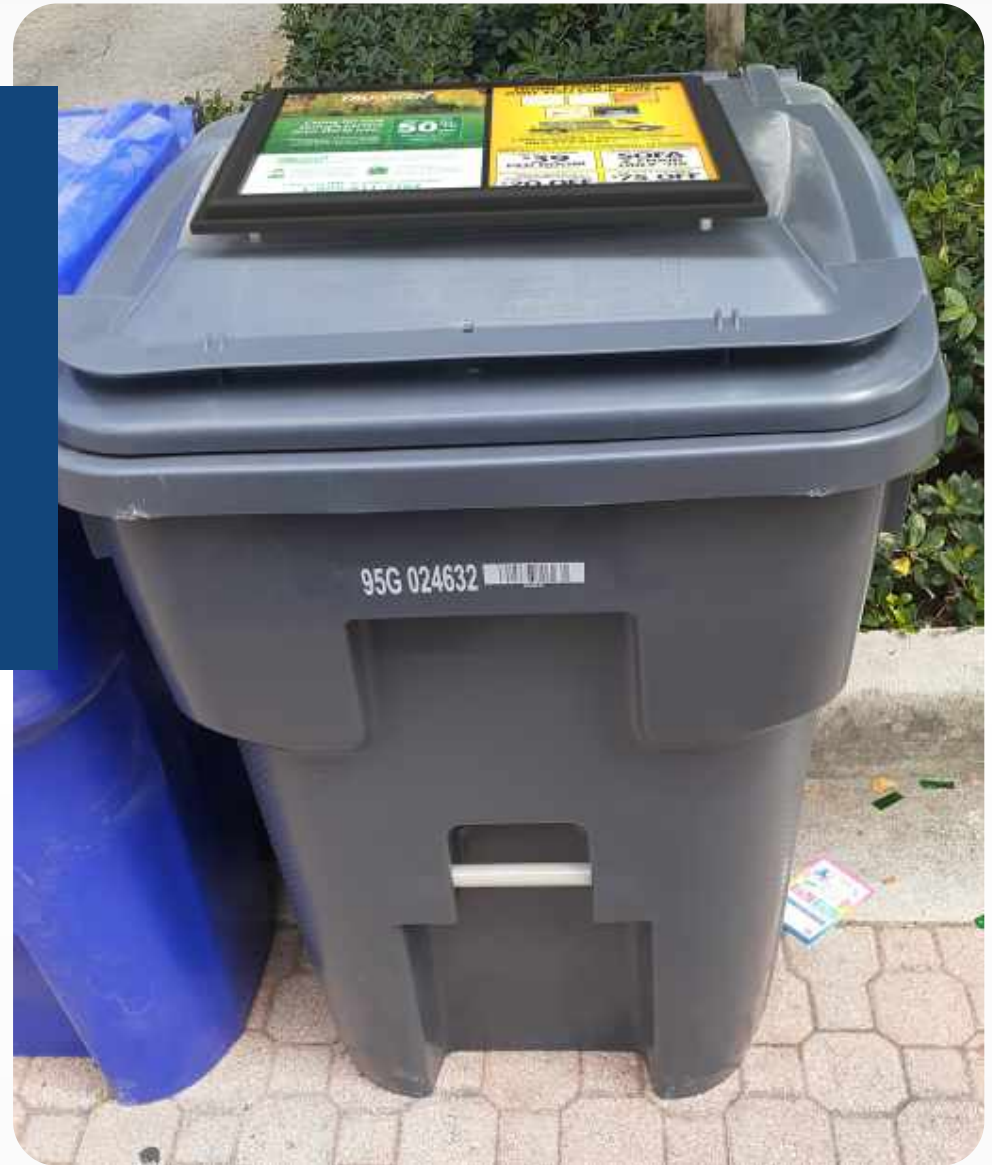


“Our mission is to create a service that will be beneficial to the cities that we operate in, local homeowners, and to local, regional, and national advertisers.”

Advertise With Us

Ad Sizes and Samples

- ✓ 1 Ad: 18" x 18" advertising area
- ✓ 2 Ads: 18" x 9" advertising area each
- ✓ 3 Ads: 18" X 9" one sign, 9" x 9" two signs
- ✓ 4 Ads: 9" x 9" advertising area each



Cities:

Help generate hundreds of thousands to millions of dollars in revenue for each city, per year. The city has an opportunity to create needed programs or services or better fund existing ones where there are currently not enough resources available. No city staff or resources will be needed for this program. All City Ads will take care of everything from start to finish.

Homeowners:

Advertisements are placed on the top of the garbage bin so that only the homeowners can see it. This keeps neighborhoods looking residential and not commercialized. There are zero costs to the homeowner, the local city receives a sizeable amount of funds each year to use for needed services in the community without raising taxes or utilizing other government funded sources.





Advertisers:

Create an advertising platform that will put advertisers' message in front of homeowners that view your advertisement about 10 times per month for as little as 12.5 per view. Local advertisers have a low cost solution that levels the playing field with regional and national advertisers. In addition, be part of a responsible advertising solution that does not create extra waste and is environmentally friendly.



Who Do We Target: Homeowners

Median Home Values for Single Family Homes

- ✓ \$533,000 (Miami Dade)
- ✓ \$449,000 (Broward)
- ✓ \$565,000 (Palm Beach)

Average homeowner income in South Florida is over \$100,000

Average Age is 42

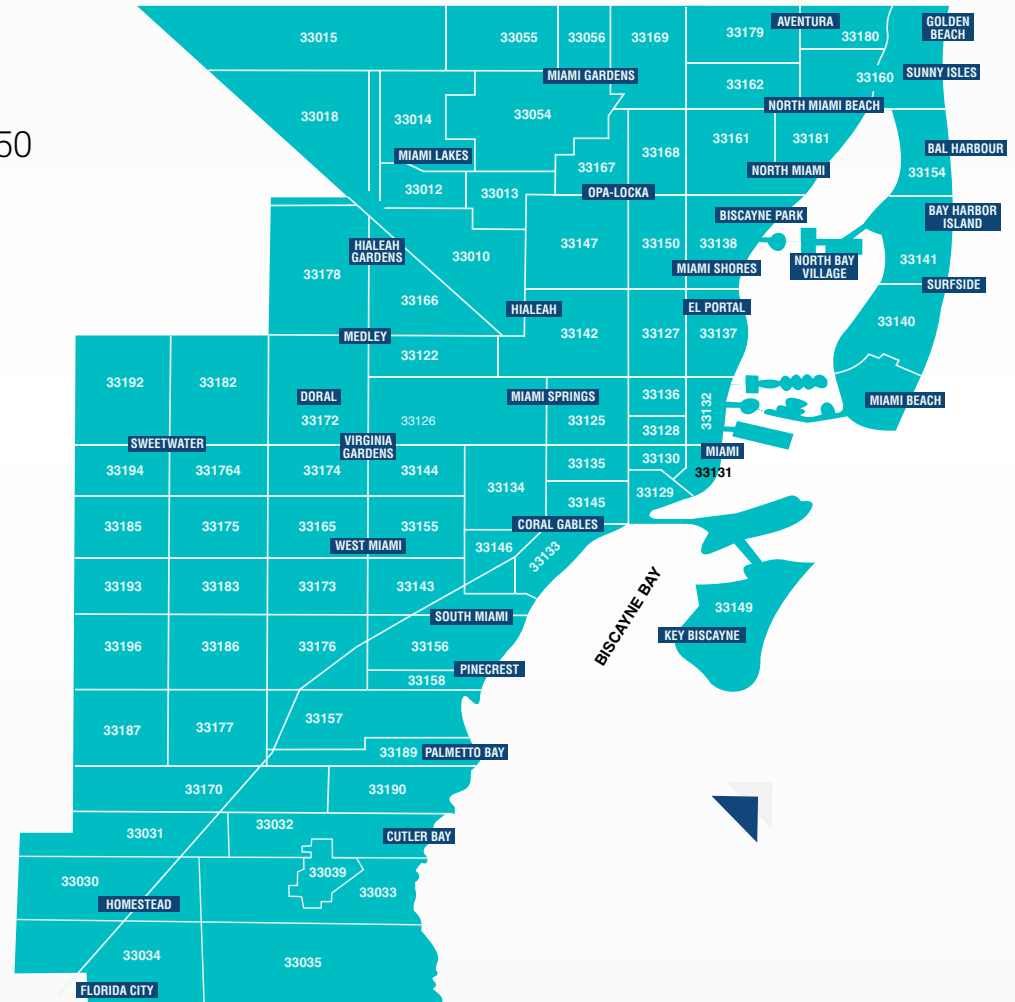
* Figures are averages and fluctuate depending on locations in cities, and counties. Information is derived from sources such as USPS database, real estate data, and are subject to change at any time.



Miami Dade Cities

Number of Single Family Homes

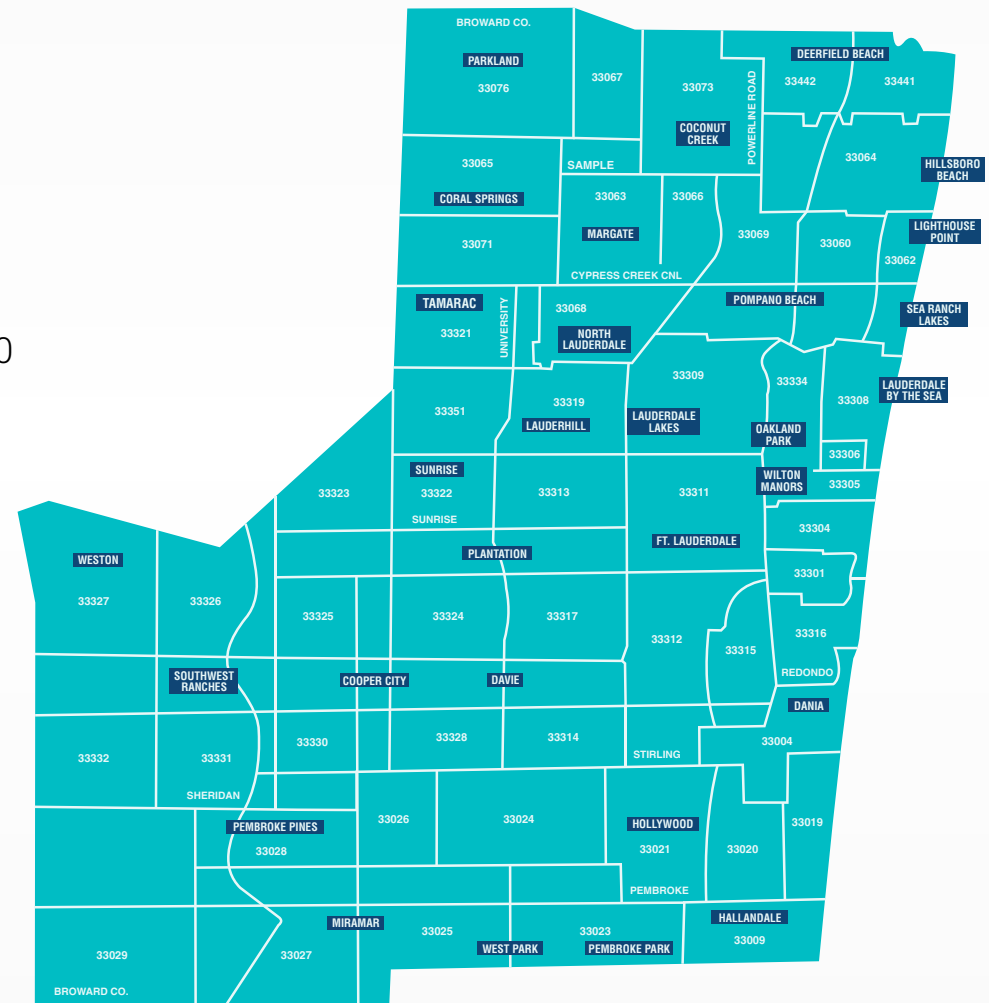
- ✓ Aventura: 2,900
- ✓ Bal Harbor: 3,700
- ✓ Bay Harbor Islands: 315
- ✓ Biscayne Park: 780
- ✓ Coral Gables: 11,900
- ✓ Cutler Bay: 11,750
- ✓ Doral: 14,300
- ✓ El Portal: 782
- ✓ Florida City: 12,386
- ✓ Golden Beach: 365
- ✓ Hialeah: 37,450
- ✓ Hialeah Gardens: 3,600
- ✓ Homestead: 17,650
- ✓ Key Biscayne: 1,500
- ✓ Medley: 62
- ✓ Miami: 70,330
- ✓ Miami Beach: 7,300
- ✓ Miami Gardens: 27,150
- ✓ Miami Lakes: 7,660
- ✓ Miami Shores: 3,610
- ✓ Miami Springs: 3,945
- ✓ North Bay Village: 460
- ✓ North Miami: 8,840
- ✓ North Miami Beach: 7,650
- ✓ Opa-Locka: 2,370
- ✓ Palmetto Bay: 7,290
- ✓ Pinecrest: 5,310
- ✓ South Miami: 2,700
- ✓ Sunny Isles: 680
- ✓ Surfside: 1,260
- ✓ Sweetwater: 2,450
- ✓ Virginia Gardens: 552
- ✓ West Miami: 1,770



Broward Cities

Number of Single Family Homes

- ✓ Coconut Creek: 9,700
- ✓ Cooper City: 10,500
- ✓ Coral Springs: 28,000
- ✓ Dania Beach: 5,760
- ✓ Davie: 22,200
- ✓ Deerfield Beach: 18,650
- ✓ Fort Lauderdale: 39,000
- ✓ Hallandale Beach: 3,750
- ✓ Hillsboro Beach: 175
- ✓ Hollywood: 37,000
- ✓ Lauderhill: 12,370
- ✓ Lauderdale Lakes: 4,800
- ✓ Lauderdale by Sea: 1,360
- ✓ Lighthouse Point: 4,085
- ✓ Margate: 14,330
- ✓ Miramar: 32,330
- ✓ North Lauderdale: 8,720
- ✓ Oakland Park: 9,850
- ✓ Parkland: 9,800
- ✓ Pembroke Park: 302
- ✓ Pembroke Pines: 40,380
- ✓ Plantation: 22,000
- ✓ Pompano Beach: 21,600
- ✓ Sea Ranch Lakes: 210
- ✓ Southwest Ranches: 2,300
- ✓ Sunrise: 21,200
- ✓ Tamarac: 16,050
- ✓ West Park: 4,060
- ✓ Weston: 16,200
- ✓ Wilton Manors: 4,315



What Makes Us Unique

Quality over Quantity (One and Done)

Our opportunity allows advertisers to have time to properly reach and evaluate your marketing efforts to a targeted audience over a period of time instead of direct mail. Homeowners represent a segment of society that have higher incomes and they are more valuable to advertisers. With direct mail, homeowners are usually getting bills and other junk mail, then are not in a good mood or get distracted to view advertisers messages. They can simply choose to discard or ignore. With our Mini-Billboards, ads are strategically placed on the top of the garbage and recycling bins so they have to be seen in order to place items in them. Our advertising targets homeowners in a particular city, a specific neighborhood, community, and/or zip codes. Then every 3 months ads get rotated to another part of the city to reach additional households.

Cost Effective Advertising

Our unique direct marketing avenue guarantees your advertisement is viewed about 10 times per month for as low as \$1.25 a month per household (that's only 12.5¢ per view). With our ads, the whole advertising area 18" x 18" is available or it can be shared with other advertisers based on the size selected. 2 ads per page is 18" x 9" advertising area, 3 ads per page, or 4 ads per page is 9" x 9" advertising area. Shared ad space will not promote competitive businesses.



Benefit from Direct and Indirect Views

Direct advertising views come from members of the households that are being targeted. For example, if you sign up for 1,000 households, every 3 months, your ads are rotated to another part of the city so that would equal 4,000 households per year being targeted.

On average, trash is thrown out every 3 days from a household, so your message is seen about 10 times per month. In some households, the same person throws out the trash and in others, a few people throw it out. So your message is being seen directly by about 6,000 people per year which equals to 120,000 views per year (10 views per month x 1000 households per month x 12 months).

Indirect views come from people in the neighborhood going for a walk or walking the dog, riding a bike, deliveries, home service providers, and/or other people that are outside doing activities.

A tried and tested advertising and marketing foundation is that it can take up to 20 views to see the same ad before someone decides to take action and buy or look into further.



Since your message is on all the bins in a certain area your message will be seen by others and not just by the members of the household when throwing trash away. Indirect views are an additional few thousands views per month.



Better for the Environment

Each sign is manufactured from the same material as yard and bus bench signs which is corrugated polypropylene and is weather resistant and recyclable. Be part of a responsible advertising solution that does not create extra waste and is environmentally friendly. If your company is already green or working towards that goal, then what better way to show your targeted market that are on the forefront of this innovative advertising solution.

Help Raise Money

for Local Government Programs

A percentage of each advertising dollar revenue (25%) goes to the cities that we operate in exchange for us to utilize their bins for this program. Each city has an opportunity to create needed programs or services or fund existing ones better where there are not enough resources currently available. This equals hundreds of thousands to millions of dollars per year for each city where funds did not come from taxes or any other government funded sources. As an advertiser, not only are your advertising dollars reaching homeowners but you are helping to fund needed government services in the communities that you are targeting. It is both the right thing to do and your company will also benefit from the public relations that it generates.



Dynamic QR Code

A homeowner can easily scan our Dynamic QR Codes with their phone and the following will take place based on your requested settings. We will customize it for you based on your needs.



Fair Competition:

If you share ad space with others there will not be direct competition with the same type of business on the shared sign. This results in the homeowner only seeing your advertising message at that time.

Other advertising mediums do not have fair competition rules in place which reduces your opportunity and profit margins.

New Interactive Features:

Dynamic QR Code

Click this QR Code from mobile device to see example sized correctly or scan from desktop view



A unique Dynamic QR Code is created for every Mini-Billboards advertiser. This feature is included for Free with every advertising plan. TV Commercials, Radio Spots, Billboards, Bus Benches, and Bus/Vehicle Wraps do not offer this because it is not effective for their advertising mediums.

With the previously mentioned advertising examples, viewer either takes action right away or does not. Sometimes a service/product is needed at a later point in time but the viewer does not remember past advertisements when he or she needs it.

A homeowner can easily scan our Dynamic QR Codes with their phone and the following will take place based on your requested settings. We will customize it for you based on your needs.



MORE THAN JUST AN AD

Thousands to Tens of Thousands of Instant Savings

Other outdoor advertising companies (such as billboards, bus benches, etc.) charge production and install charges. We absorb these costs and utilize advertising revenue so there are no additional costs to our clients*

1 Month Free

(Free month starts after the one year term)

\$1.25 - \$10.00 a sign per month depending on ad size and location

(On 1,000 households signup this would equal \$1,250 - \$10,000. More households equals more savings)

Benefit from Direct and Indirect Views

Example: Signup for 1,000 households. Every 3 months your ads are rotated to another part of the city. That's 4,000 households per year being targeted. On average, trash is thrown out every 3 days per household, so your message is seen about 10 times per month.

In some households, the same person throws out the trash and in others, a few people throw it out. So your message is being seen directly by about 6,000 people per year which is 120,000 views per year (10 views per month x 1000 households per month x 12 months).



**Savings continued
on next page**



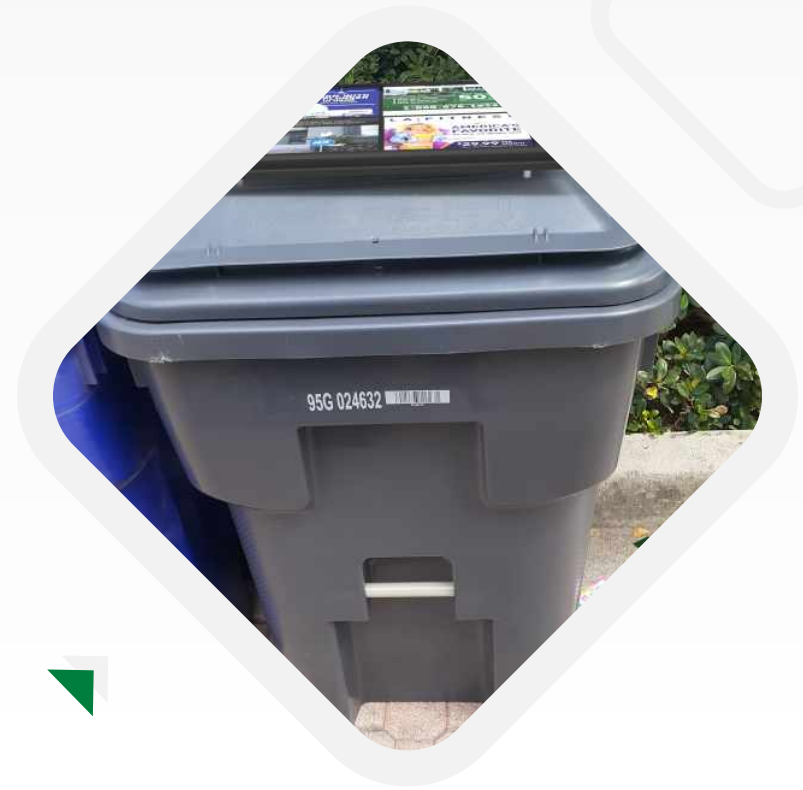
- ✓ Artwork design and setup **(\$300 Value)**
- ✓ Artwork source files and rights **(\$200 Value)**
- ✓ Dynamic QR Code (Vcard / Business Page)
(Design and Hosting) **(\$500 Value)**

Sign Production Printing

(\$350 setup plus \$2 - \$4 a sign (based on ad size)
(On 1,000 households signup this would equal
\$2,350 - \$4,350. More households equals more
savings)

Initial Hardware Install and Sign rotations

(4 times per year)
\$5 - \$10 hardware (based on ad size) \$2 - \$4 per sign
(based on ad size)
(On 1,000 households signup this would be \$7,350 -
\$9,350. More households equals more savings)



*Based upon agreed Ad size and number of homes targeted in Advertising agreement, Sales Rep has the ability to give client add on perks or reduce the fees.



Ad Sizes Specifications

1 Ad: 18" x 18" Advertising Area

- ✓ Largest Advertising Area
- ✓ No Competition on Sign
- ✓ Best Graphic Impact
- ✓ Price Range \$5 - \$10 a month per sign depending on quantity and city



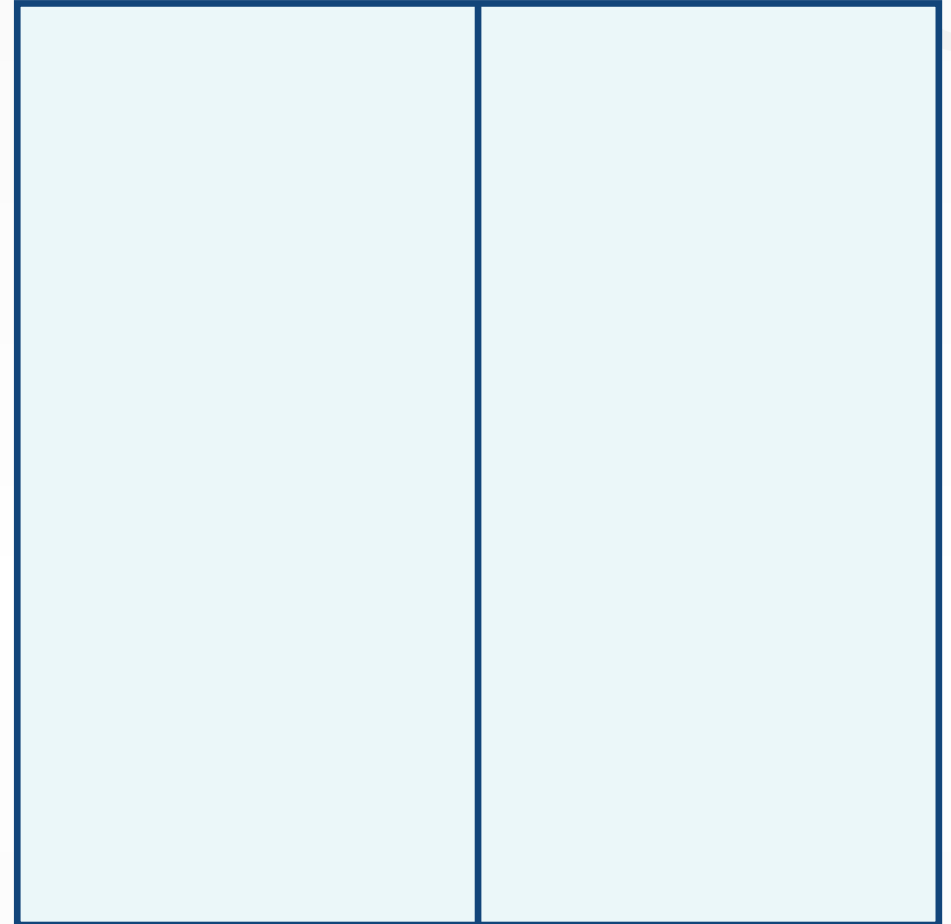
2 Ads: 18" x 9" Advertising Area each

- ✓ Large Advertising Area
(Choose from Horizontal or Vertical layouts)

- ✓ No Direct Competition on Sign

- ✓ Great Graphic Impact

- ✓ Price Range \$2.50 - \$5 a month per sign depending on quantity and city.



3 Ads: 18" x 9" One Sign, 9" x 9" Two Signs

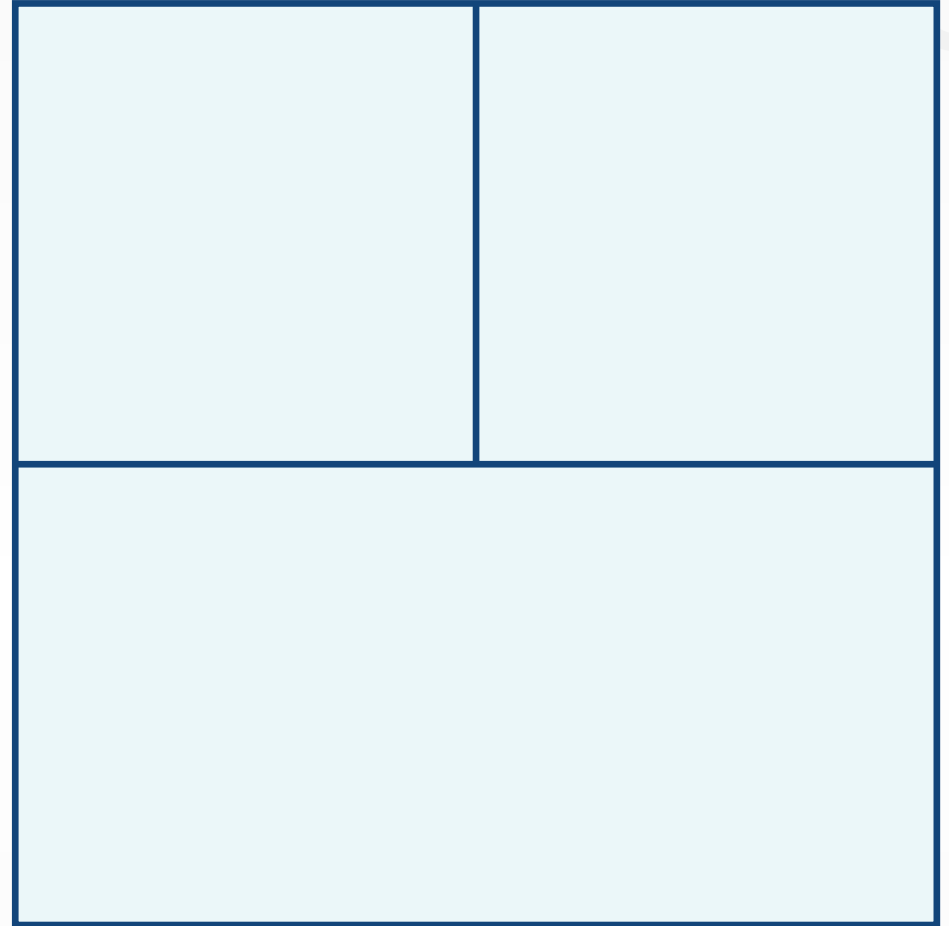
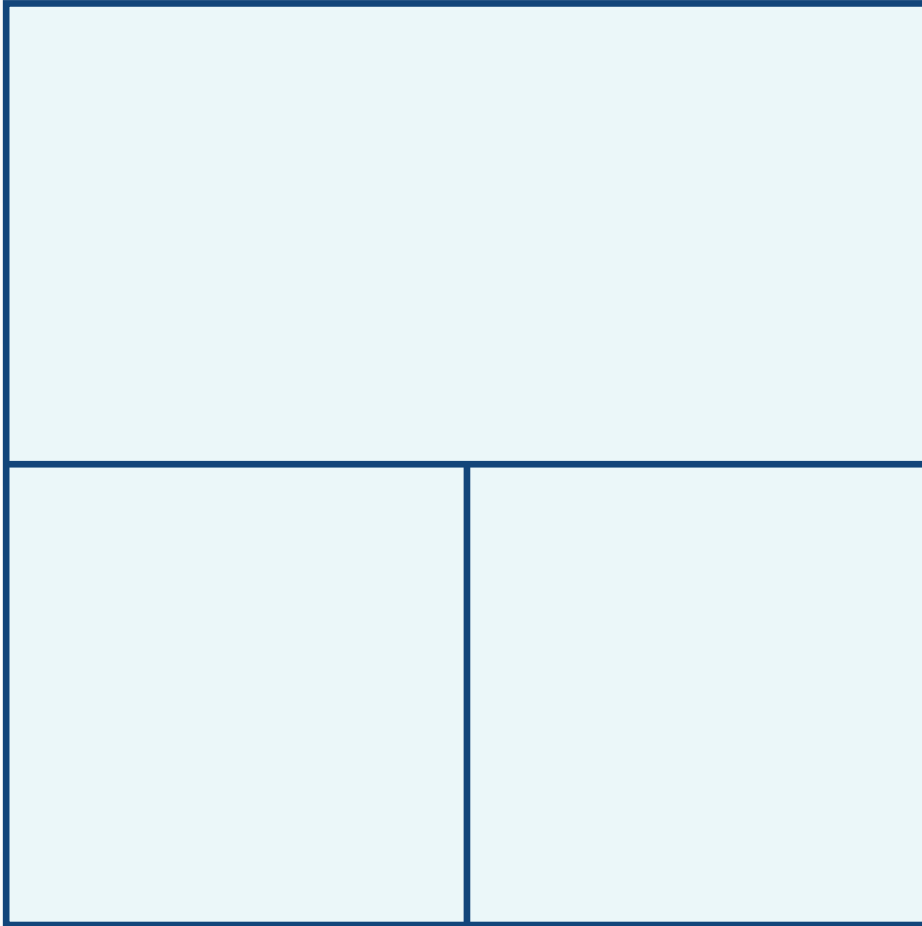
- ✓ Good Advertising Area (Choose from Horizontal or Vertical layouts)
- ✓ No Direct Competition on Sign

- ✓ Good Value Graphic Impact
- ✓ Reach the most Homeowners on a budget
- ✓ Price Range \$1.25 - \$5 a month per sign depending on quantity and city.

See next page for more 3 Ads layouts



3 Ads: 18" x 9" One Sign, 9" x 9" Two Signs



4 Ads: 9" x 9" Advertising Area Each

<ul style="list-style-type: none">✓ Good Advertising Area✓ No Direct Competition on Sign	<ul style="list-style-type: none">✓ Good Value✓ Graphic Impact
<ul style="list-style-type: none">✓ Reach the most Homeowners on a budget	<ul style="list-style-type: none">✓ Price Range \$1.25 - \$2.50 a month per sign depending on quantity and city





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