

**TARGETED
ADVERTISING
IN SOUTH FLORIDA
OOH + RADIO + SOCIAL**

A stylized map of South Florida with a white background and a yellow border. The map is divided into four horizontal sections by dashed lines. The top section is labeled 'PALM BEACH' in large yellow letters. Above it, smaller text lists 'Palm Beach Co Glades', 'Belle Glade Muni', 'North Palm Beach Co GA', and 'Palm Beach Intl'. The middle section is labeled 'FT LAUDERDALE' in large yellow letters. The bottom section is labeled 'MIAMI' in large yellow letters. At the very bottom, a small section is labeled 'THE KEYS' in large white letters. Small yellow stars and airplane icons are scattered throughout the map sections.

SOUTH FLORIDA SUCH A DIVERSE MARKET YET A UNIQUE OPPORTUNITY!

Electronic Dance Music (EDM) is a powerful force that connects and binds people from all lands and languages.

The global EDM scene worth \$7.9 billion dollars. That's almost enough to give everyone on this planet a dollar. About 160 million EDM concert tickets are sold each year and our country is estimated to represent around 33% of the industry

EDM is one of Miami and its closest cities most universally consumed music genres as it represents a cultural gateway for many local residents and tourists alike. The Magic City hosts every year the most popular music festivals in the world; The Ultra Music Festival.

Last year, 170,000 EDM fans attended the party and It has generated approximately \$995 million of economic impact since 2012 for the city.

From Miami to Ibiza, California to Cali Colombia, Capetown to Cannes, Tulum to Rio, since it's mostly instrumental, there's no language barrier. **EDM connects a diverse South Floridian culture into one and unique audience.** With a highly buying power and influential reach, EDM fans give brands an opportunity that can't be missed.

DO YOU **REALLY** UNDERSTAND **ELECTRONIC** MUSIC FANS?

We are open to ideas, we welcome anybody, there is no race among us, we vote and share our views without judgment, we love our music and style and we are grateful for it! We care more about quality and diversity not on just what's out there or on TV. Everyone is always happy and we ALL get along, we travel the world searching for the best party where we can find love, euphoria and happiness and feel welcomed.

On Mondays we wear Prada, in the afterhours we wear Converse and Pumas. We are the ones behind the cool startups, the fashion shows, the dope events, VIP is not important when the DJ is epic at 7:30 am on a Sunday morning. We are Millennials and Gen X, our Guru's are over 50's and they are LIT!, our network is worldwide and boy we spend money because **WE LOVE** Electronic Dance Music!.

Now **YOU** get it!

THE MANIFESTO



WHO WOULD YOU BE TARGETING... AND RETARGETING?

South Florida's Population 9.34M
34.8% Has affinities with Electronic Music



52% 11% 37%

25 - 35

36 - 50

70%

30%

LATINOS

EUROPE

U.S.A

OTHER

37%

24%

28%

11%



67.3%

Attend music fests,
nightclubs or pool parties
and bars regularly



\$80k - \$125k

Average Yearly Income



68%

Go out once a week - average
budget of \$125 - \$300 per night



3 MEDIA ONE AUDIENCE

OOH + RADIO + SOCIAL



+



+



THEY SEE IT

THEY HEAR IT

THEY LOVE IT



MIAMI FT LAUDERDALE WEST PALM BEACH THE KEYS

YOUR CAMPAIGN POTENTIAL REACH

A digital billboard truck campaign captures on average 300k to 500k impressions on 8 hours. During special events 1.6M on 3-day campaigns on average

Revolution Radio's On-Air terrestrial weekly cume is 241k within Miami Dade, Broward and Palm Beach counties, +100k unique monthly listeners on mobile apps!

Our combined organic social media following is 160k and 50k app downloads for targeted push notifications

Our digital billboard trucks use tech to capture advertising ID's from mobile devices to collect impressions and consumer data

Impressions collected during your campaign can be retargeted through all social media channels or on over 300k mobile apps

RATECARD

LED TRUCK + RADIO

2 WEEKS - \$3000

60 On-Air Spots - (30 per week)
10 Hrs of Exclusive LED Truck - (5 per week)

4 WEEKS - \$6000

120 On-Air Spots - (30 per week)
20 Hrs of Exclusive LED Truck - (5 per week)

6 WEEKS - \$9000

180 On-Air Spots - (30 per week)
30 Hrs of Exclusive LED Truck - (5 per week)

ACTIVATIONS

2 HOURS - \$2500

On-Site Activation
LED Truck & Revolution Van
Live Revolution DJ Set-up
Broadcast Call-ins
3 In-Air Mentions
Social Media post/shares
Influencer Presence
Show Sponsorship
Mobile App Splash Ads
Newsletter Blast

2 HOURS - \$1500

On-Site Activation
LED Truck & Revolution Van
Live Revolution DJ Set-up
Broadcast Call-ins
3 In-Air Mentions
Social Media post/shares

ADD-ONS

Activation extra hours	\$300/h
LED Truck only hours	\$150/h
Remote Broadcast	\$250/h
LED Truck Experiential	\$200/h
Shuffle Team 2 Members	\$250/h
Street Team	\$150/h

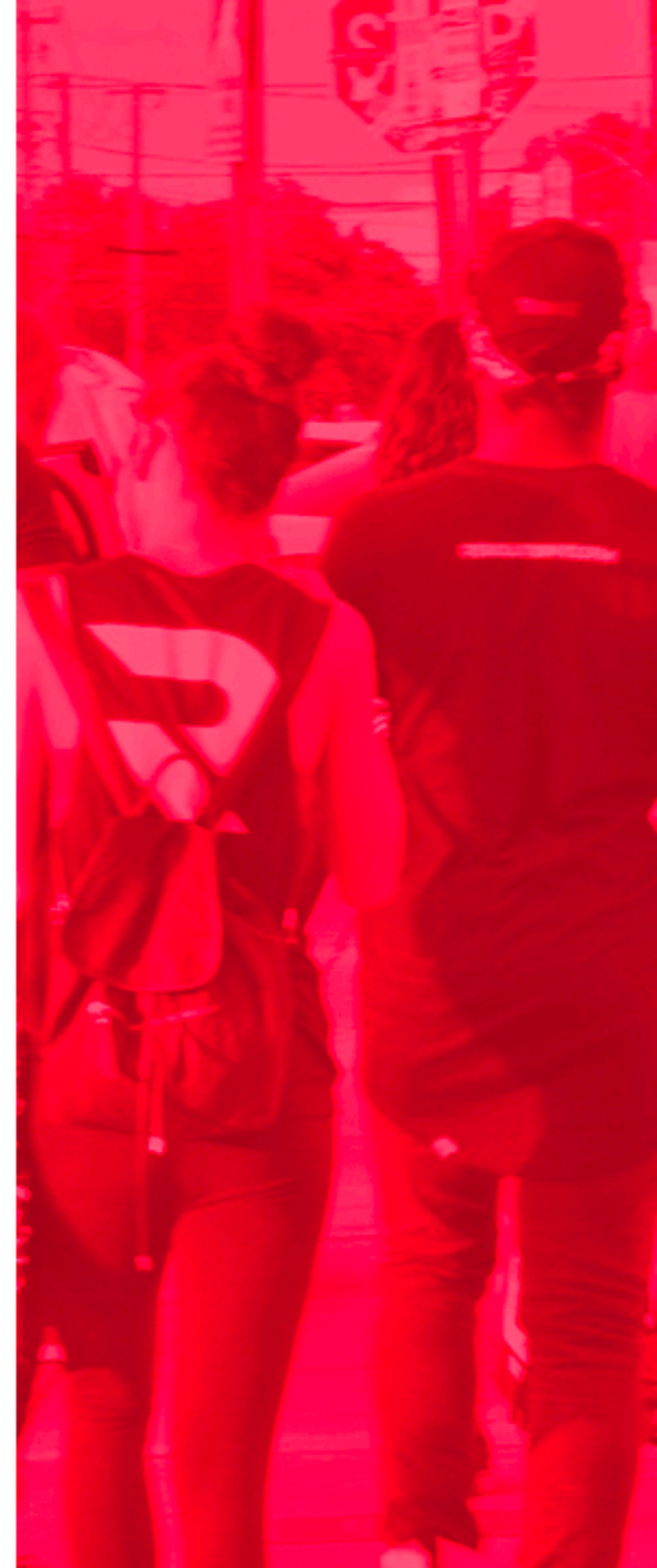
SOCIAL MEDIA RETARGETING

COLLECTED IMPRESSIONS RETARGETING \$3500 MINIMUM BUDGET

Mobile Device ID's collected during your
LED Truck campaign collected during

Retarget in Social Media channels
and over 300K mobile apps

Includes Revolutions' Social Media
channels, posts, stories and ads.



REVOLUTION RADIO 93.5 FM

Anco Media Group and Revolution 93.5 FM represent South Florida. The station is upbeat, multicultural, and relevant. They are committed to bringing positive change to South Florida communities by being live, local, and uniting Floridians through music, digital platforms, and live events. The station has more than 260,000 weekly listeners, an additional 100,000 unique monthly online streamers, and 10,000+ email subscribers, more than 52,000 followers on Instagram.

LEDTRUCKMEDIA

OUTDOOR ADVERTISING 2.0

LED Truck Media is an Outdoor Advertising vendor that is passionate about revolutionizing the ways in which companies advertise their brand or product on Out Of Home. We are proud to be the providers of the largest network of digital billboard trucks nationwide. LED Truck Media's DNA comes from a branding and marketing heritage creating campaigns that establish a brand's presence in the market

LUXOUT AFFILIATE PARTNER

CESV's Lux Out is a subsidiary brand that specializes in branded entertainment, experiential, and digital products for lifestyle market. CESV has collaborated with top brands to produce live entertainment and digital experiences for targeted audiences.



**WE PARTNERED UP
BECAUSE IT WAS
JUST ABOUT TIME!**

DO YOU LIKE WHAT YOU SEE?

We are passionate about our lifestyle
and our work, reach out at any time,
you would be surprised of what we can **DO!**



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