

Billboard advertising has never been this easy.

2015 Media Kit



Fliphound.com

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All rates are subject to change.

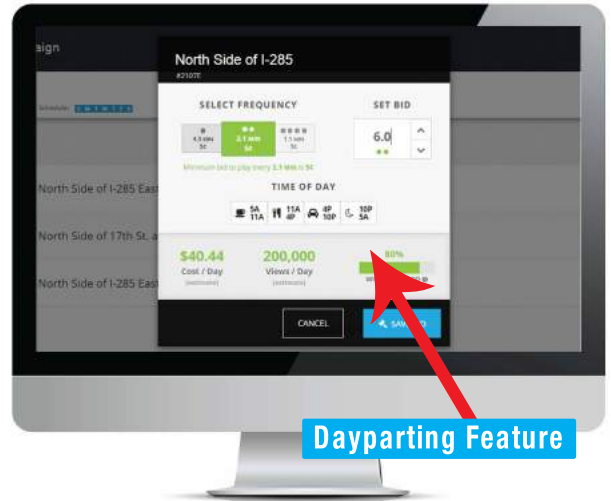
Prepared: November 11, 2014

BUY BILLBOARDS ONLINE, IN REAL-TIME

Fliphound is an automated media buying platform for digital billboards. Fliphound allows a broad range of businesses to include digital billboards in their media mix.

Advertisers are able to react in real-time by entering a bid price for each *flip* shown on a digital billboard. A *flip* is an eight-second ad shown on a digital billboard.

Users are able to change billboard locations, swap creative and choose specific days and time of the day to advertise.



SETTING UP A CAMPAIGN IS EASY



1. Choose billboard

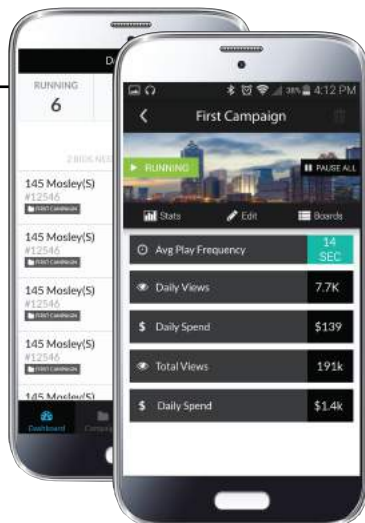


2. Set bid



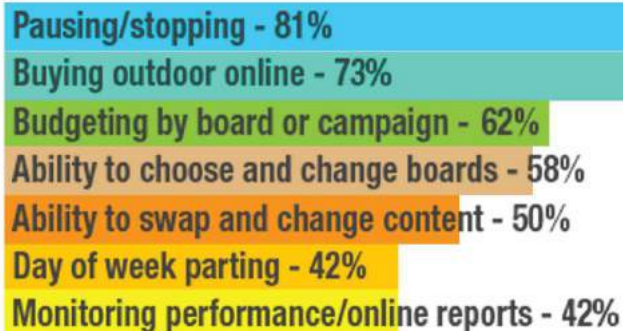
3. Choose creative

iOS & ANDROID APP available Q4 of 2014



FAVORITE/MOST USEFUL FLIPHOUND FEATURES

Current users tell us what features they like most.





fliphound.com

FEATURES: Control and build ads online

EXTEND ONLINE PRESENCE TO THE STREETS

Already placing Google AdWords, Facebook and web banner buys? It is a no-brainer to take digital ads to the streets! Name your price, set a budget and update creative at any time, in real-time!

Fliphound is a great addition to an advertiser's current digital media mix. Digital billboard campaigns can be created easily and run within minutes. Fliphound is a pre-paid platform that involves no contracts.



Digital billboards should no longer be placed in a traditional media category.

HAVE COMPLETE CONTROL

WHAT IF fixed rates and terms could change to react dynamically with:

- Weather
- Competition
- Seasonal Ads
- Events
- Fundraising
- Scoreboards for gaming events
- Breaking news
- Sales, promotions or rebates

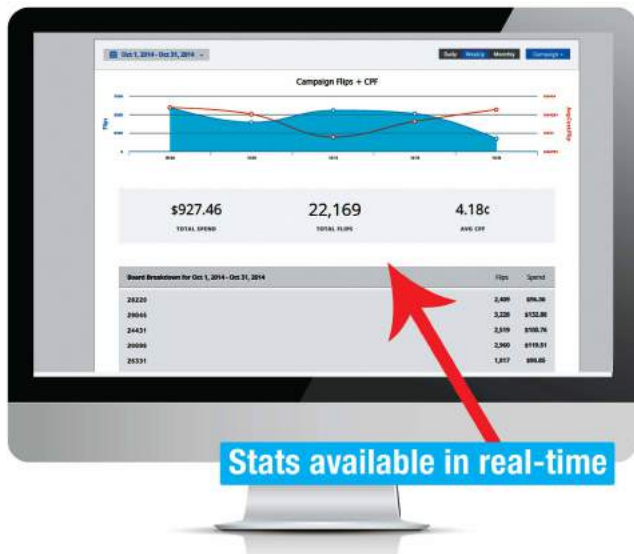
NOW YOU CAN! Use Fliphound to react to market changes by displaying and changing ads immediately in real-time.

GAIN CONTROL OF THE FOUR MAIN LEVERS IN DIGITAL OUTDOOR ADVERTISING:

- Frequency
- Locations
- Duration
- Content



CUSTOMIZE CAMPAIGN ONLINE



CHOOSE FROM A VARIETY OF CAMPAIGN OPTIONS:

- **Day of the week parting** - Choose what to display on specific days of the week.
- **Dayparting** - Choose what time of day to run advertising.
- **Start and stop** campaigns at any time.
- **Move ads** in real-time to different structures.
- **Set budgets** for each campaign in your account.
- **Swap approved artwork** anytime, in real-time.
- **Frequency adjustment** - Choose between a one-, two- or four-minute rotation.
- **Real-time reporting** - Online stats allow users to customize reporting. View reports for specific campaigns, creative or payment history.



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CAMPAIGN PROGRAMS: Creative examples

NATIONAL CAMPAIGNS

CIABATTA BACON CHEESEBURGER **NEW**

Wendy's

LIMITED TIME ONLY

You had me at no change fees.

Southwest

NEW CONTINENTAL AIRPORT

Fare difference may apply.

THE GREAT AMERICAN **Pumpkin Pie** CONCRETE

Freddy's STEAKBURGERS

Left on Greenwich to 13th

Marine World

265-BOAT

7979 W. Kellogg

SEA-DOO

Buffet-style for 20-200+

CATERING

NOODLES & COMPANY

NOODLES.COM/CATERING

In Towne East Mall next to Von Meier
Corner of N Rock Road & E 52nd St

All wheel drive is better.

2015 SUBARU LEGACY

SUBARUOFWICHITA.com

SUBARU

National clients and agencies know Fliphound is a one-stop-shop to place co-op dollars and national advertising. Our national sales team is experienced in co-op claims, proof of performance reports and following detailed creative instructions.

DYNAMIC CAMPAIGNS

A-OK

pays more for **GOLD!**

LIVE GOLD PRICE

\$1,612.07 USD/oz

Don't wait. Sell now.

CLUB RODEO

POWER HOUR

EVERY SATURDAY NIGHT 10-11 PM

FIREBALL SHOTS ONLY \$1

102.1 THE BULL

Friday & Saturday 7 pm - 2 am | 18 TO ENTER | 10001 E. Kellogg Drive | ClubRodeoKansas.com

On a conference call with Obama's campaign manager. . . really cool experience.

#WSUexperience

@OESullivan | WSU

wsu

DO MORE. BE MORE.

Live Scoreboard:

82 vs. **60**

WSU CP

2 half

Fantastic Sports Apparel & More!

Dynamic campaigns are current and most oftentimes allow motorists to react instantly to a digital billboard advertisement. Fliphound has a unique team and set of tools to build a one-of-a-kind campaign. Digital billboards deliver the most dynamic message when compared to other forms of traditional media.



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CAMPAIGN PROGRAMS: Creative examples

LOCAL CAMPAIGNS

Your life is mobile.
Your banking should be, too.

eDeposit Meritrust

McCurdy AUCTION REAL ESTATE SPECIALISTS
(316) 683-0612
McCurdyAuction.com

62 PROPERTY AUCTION
APRIL 17
PROPERTIES OPEN APRIL 13

I Make Moving Easy!
CALL THE ERIC LOCKE TEAM
www.listwithlocke.com

REALTY EXECUTIVES ERIC LOCKE
www.bestwichitarealtor.com 316-640-9274

Mike Seltzer JEWELERS Since 1950
Custom Designs

GREEN ACRES MARKET
Your healthy food experts
4 LOCATIONS IN WICHITA
GREENACRES.COM

VOTED #1 NATURAL FOODS RETAILER IN THE NATION!

Scotch & Sirloin

Wichita's Premier Steakhouse
for over 40 years

Local advertisers find it as easy to advertise on the digital billboards as national clients and agencies. Small businesses can choose what to say, when to advertise and make every advertising dollar count!

TESTIMONIALS

“Not many new ad technologies could have brightened my day like Fliphound’s new dayparting capability. I’m continuously impressed by the company’s ability to develop and innovate quickly in this fast-paced ad tech market, and I believe it will be a game changer for many of Fliphound’s customers on the platform - I think this is awesome!”
Michael Costello, Interactive Marketing Strategist
RSA Marketing Services, Inc.



“Digital signs are sold more like TV commercials than traditional billboards. Advertisers can buy spots for a single day or for a few hours, rather than weeks at a time as on normal billboards.”

NEW YORK POST

“90% of people notice messages on digital billboards some or most of the time.”
-Arbitron Digital Billboard Report

