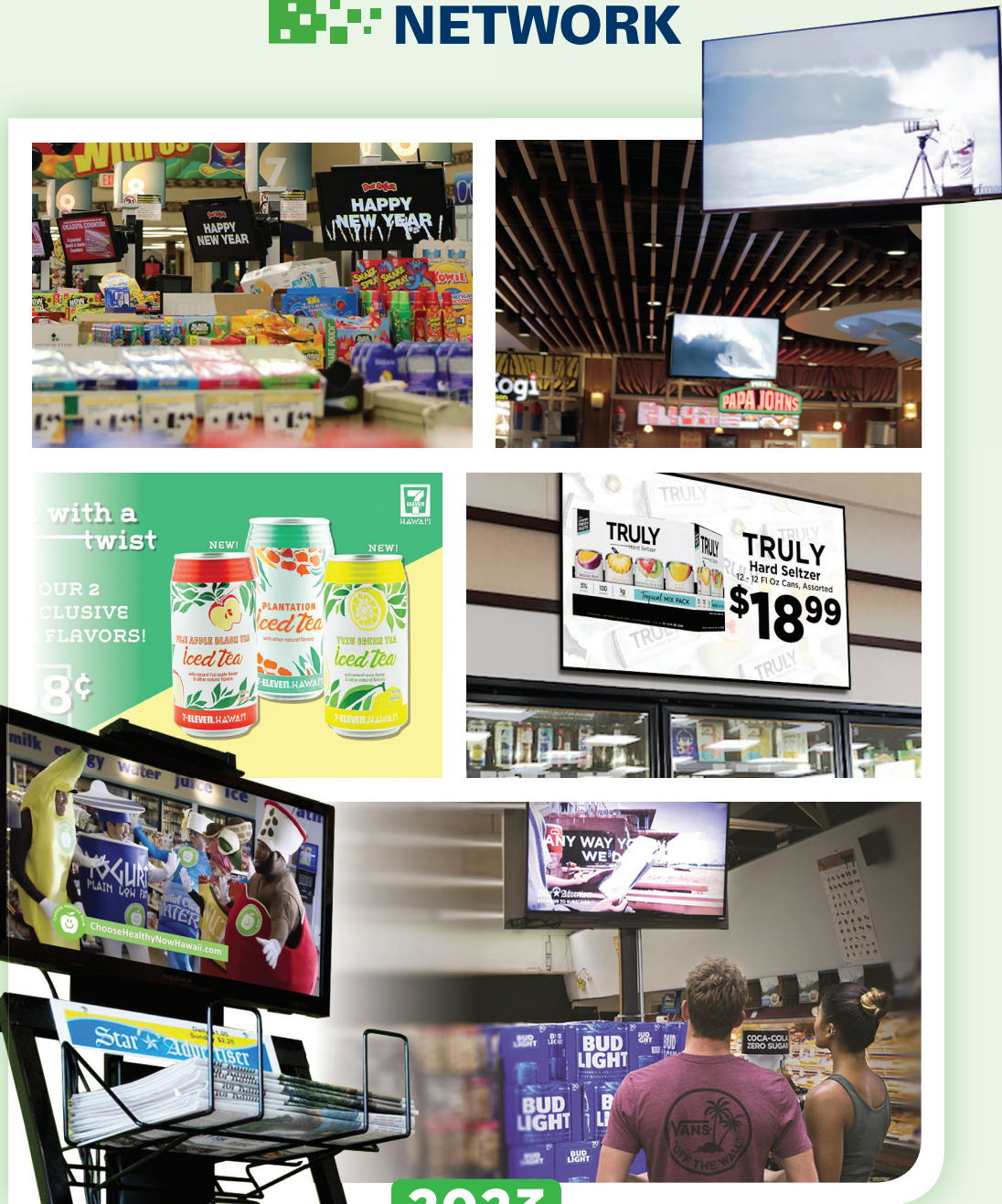


# DIGITAL BILLBOARD NETWORK



2023

**Connect with your consumer -  
Meet them where they are.**

Innovative technology allows you to access your audience in highly trafficked areas and places they already frequent. Harness the power of video to strengthen your brand and message.

REVISED JANUARY 23, 2023

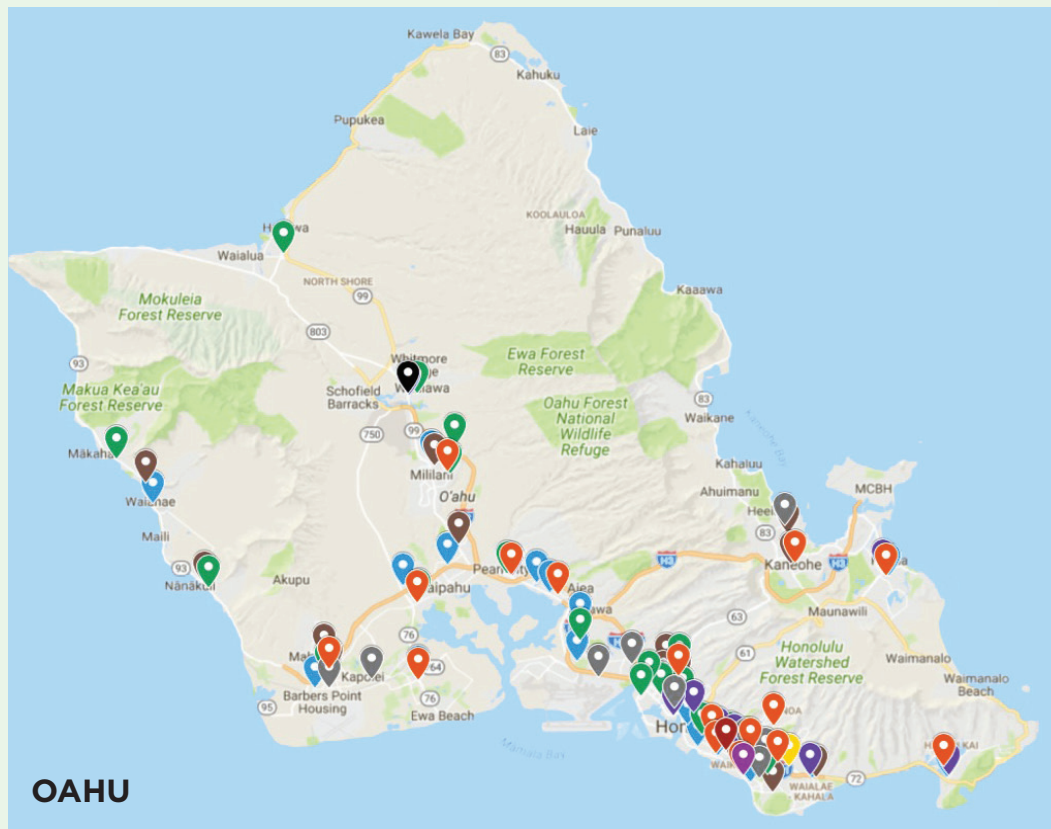
# ATTRACTIVE GEOGRAPHIC LOCATIONS

## Take advantage of great visibility in prime locations across the state!

Display your message to an often captive audience, as they wait at a check out, shop at their favorite stores, bank or simply just watch their children play.



### Statewide Reach Coverage:



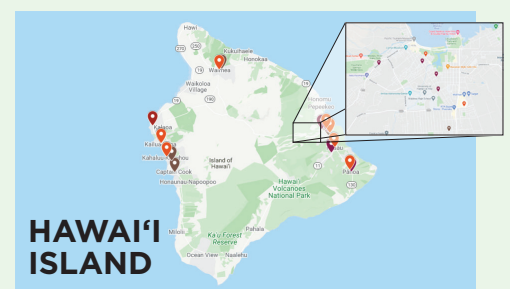
### Broadcast your videos in numerous retailers:



Jamba Juice.



Hawaiian Financial  
Federal Credit Union





## DIGITAL AND PRINT CAMPAIGNS

**Implement a cost-effective strategy and maximize your brand exposure.**

Enjoy the benefits of high frequency airings of your video, alongside newsworthy content and retail messages that draw viewers' attention. Take advantage of the flexibility to update your creative to match your current promotions.



**In-Content Videos**

**DBN Partner Videos**

**Digital Display Banners**



**Audience Extension Solutions**

**Combine with media with great reach and zone-targeted audiences.**



**Star Advertiser**  
**M** **Maui Week**  
**VOICE**

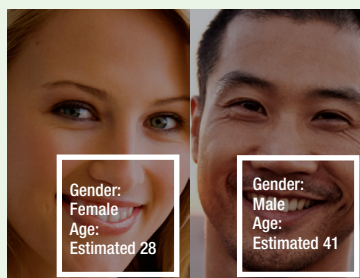
## MONTHLY REPORTING

**Obtain comprehensive analytics on your video's viewership.**

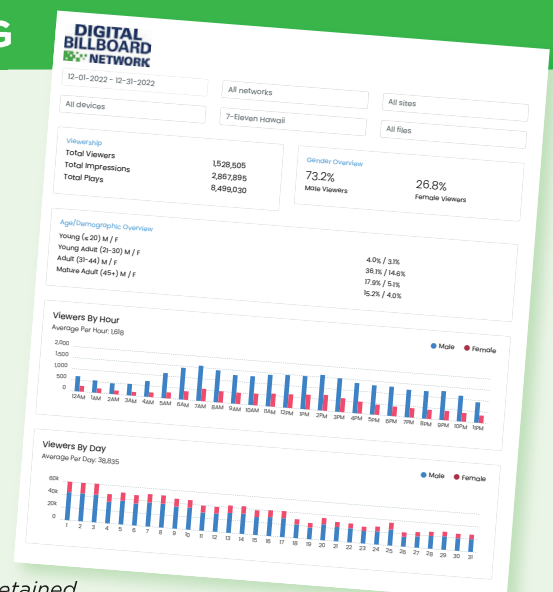
Receive detailed reports of who actually viewed your spots.

**Gender:**  
Male or Female

**Estimated Age:**  
Young <20  
Young Adult 21-30  
Adult 31-44  
Mature Adult 45+



**Privacy Protection Statement:** Our machines collect only anonymous age and gender information to better serve viewers. No personal identifiable information is collected or retained.



## Audience By Island

Network	Screens	Audience	Impressions	Male	Female	Young ≤20	YA 21-30	Adult 31-44	Mature 45+
<b>OAHU</b>									
7-Eleven (Racks)	54	2,977,366	5,561,328	75.3%	24.7%	6.7%	48.9%	23.5%	21%
7-Eleven (Screens)	51	428,684	816,597	73.9%	26.1%	7.5%	49.5%	21.8%	21.3%
Ben Franklin Crafts	4	188,055	331,708	48.1%	51.9%	11.2%	53.8%	17.8%	17.1%
Don Quijote	8	949,232	1,578,837	60.2%	39.8%	9.6%	51.6%	18.9%	20%
Don Quijote (Liquor)	5	76,722	228,745	60.4%	39.6%	13.7%	49.8%	17.1%	19.4%
Hawaiian Financial FCU	5	N/A							
Jamba Juice	16	462,991	822,994	61.6%	38.4%	9.7%	50.6%	18.2%	21.5%
Longs Drugs	31	1,406,893	2,682,266	61.6%	38.4%	7.2%	50.5%	22.1%	20.3%
Tamura's (Grocery)	3	17,728	31,823	69.87%	30.2%	5.3%	43.2%	25.2%	26.2%
Tamura's (Fine Wine)	2	71,399	153,694	62.8%	37.2%	7.7%	55.5%	21.5%	15.4%
Windward Mall	8	N/A							
<b>HAWAII ISLAND</b>									
7-Eleven (Racks)	6	371,932	733,888	73.8%	26.2%	8.7%	62%	18.3%	11%
7-Eleven (Screens)	7	40,237	46,605	61.8%	38.2%	4.9%	32%	27.9%	35.2%
Jamba Juice	1	3,852	10,371	62%	38%	11.2%	52.4%	19%	17.5%
Longs Drugs	7	477,142	910,238	58.3%	41.7%	6.5%	52%	23%	18.6%
<b>KAUAI</b>									
7-Eleven (Racks)	3	32,525	74,806	72.8%	27.2%	6.3%	63.9%	25.4%	24.3%
7-Eleven (Screens)	3	32,077	42,323	60.9%	39.1%	6.2%	41.4%	32.8%	19.6%
Jamba Juice	1	14,403	26,942	73.3%	26.7%	10.7%	48.1%	20.7%	20.5%
Kukui Grove	3	6,596	27,082	68.6%	31.4%	5.9%	53.5%	21.6%	18.9%
Longs Drugs	2	62,254	87,096	48.4%	51.6%	8.5%	45.8%	22.8%	22.8%
<b>MAUI</b>									
7-Eleven (Racks)	1	10,870	28,797	73.7%	26.3%	12.3%	51.5%	16.7%	19.5%
7-Eleven (Screens)	1	4,721	7,717	66.3%	33.7%	11.9%	59%	16.5%	12.4%
Jamba Juice	2	27,258	37,629	58.7%	58.7%	12.4%	49.3%	21%	17.4%
Longs Drugs	3	137,976	264,557	60.1%	39.9%	5.2%	42.1%	26.2%	26.5%

**For more information, contact KELLIE NAKAHARA**  
**808-529-4364 • knakahara@staradvertiser.com**

500 ALA MOANA BOULEVARD • SUITE 7-500 • HONOLULU, HAWAII 96813  
 PHONE 808.529.4700 | OAHUPUBLICATIONS.COM



## RATES

# DIGITAL BILLBOARD NETWORK

## Oahu

Network	Screen Count	Open (1x)	Frequency (3x or More)	
7-Eleven Racks	52	\$3,250	\$2,500	<b>7-Eleven Combo \$3,350</b>
7-Eleven Screens	50	\$3,250	\$2,500	
Longs Drugs	30	\$1,625	\$1,250	
Jamba Juice	16	\$1,105	\$850	
Don Quijote	8	\$910	\$700	
Don Quijote Liquor	5	\$585	\$450	
Tamura's Grocery	3	\$390	\$300	
Tamura's Wine	2	\$325	\$250	
Ben Franklin	4	\$520	\$400	
Windward Mall	8	\$650	\$500	
<b>Total</b>	<b>178</b>			

December 2022



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**opi** Hawaii's  
Largest  
Media  
Company  
**Oahu  
Publications  
Inc.**

## RATES

# DIGITAL BILLBOARD NETWORK

## Hawaii Island

Network	Screen Count	Open (1x)	Frequency (3x or More)	
7-Eleven Racks	6	\$358	\$275	7-Eleven Combo \$360
7-Eleven Screens	7	\$358	\$275	
Jamba Juice	1	\$98	\$75	
Longs	7	\$358	\$275	
<b>Total</b>	<b>21</b>			

## Kauai

Network	Screen Count	Open (1x)	Frequency (3x or More)	
7-Eleven Racks	3	\$75	\$58	7-Eleven Combo \$75
7-Eleven Screens	3	\$75	\$58	
Jamba Juice	1	\$46	\$35	
Kukui Grove	3	\$75	\$58	
Longs	2	\$65	\$50	
<b>Total</b>	<b>12</b>			

## Maui

Network	Screen Count	Open (1x)	Frequency (3x or More)	
7-Eleven Racks	1	\$52	\$40	7-Eleven Combo \$60
7-Eleven Screens	1	\$52	\$40	
Jamba Juice	2	\$72	\$55	
Longs	3	\$78	\$60	
<b>Total</b>	<b>7</b>			

December 2022

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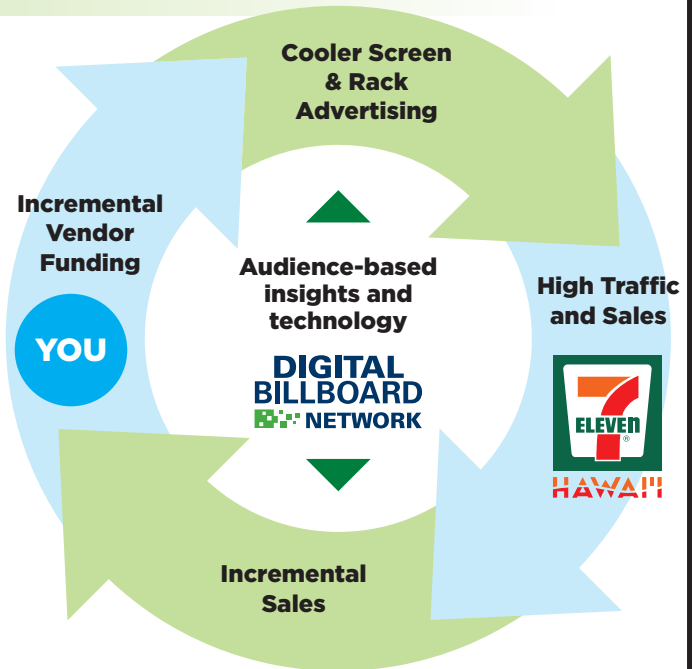


**DIGITAL  
BILLBOARD  
NETWORK**

# COOLER MARKETING

## INCREASE YOUR SALES

with our high traffic and innovative technology



Take Advantage Of  
**MASSIVE VIEWS AND IMPRESSIONS**  
Across Local 7-Eleven Locations

**Total Views**  
**3.8 MILLION**

**Total Impressions**  
**7.2 MILLION**

November 2022 Views

**REACH A LARGE AUDIENCE**  
Including A Younger Market

<b>21-30 Age Group</b>	<b>48%</b>	<b>Male</b>	<b>71%</b>
<b>31-44 Age Group</b>	<b>24%</b>		
<b>45+ Age Group</b>	<b>20%</b>	<b>Female</b>	<b>29%</b>
<b>21-44 Age Group</b>	<b>72%</b>		

Enjoy The Benefits Of  
**INNOVATIVE TECHNOLOGY**  
From Digital Billboard Network

### INNOVATIVE TECHNOLOGY

Utilize a sophisticated solution that plays videos (advertiser, newspaper and retailer content).



### DEMOGRAPHIC DETECTION

Capture demographic data using proprietary dynamic face tracking technology



### ADVERTISING FREQUENCY

Take advantage of massive ad frequency.



NETWORK	COOLER SCREENS	RACKS	OPEN	3X	6X	12X
7-Eleven	63	65	\$1,660/mo.	\$1,328/mo.	\$1,063/mo.	\$850/mo.

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