

COASTAL OUTDOOR



Who Are We?

We are South Carolina's largest locally owned and operated outdoor advertising company. With 31 digital displays, over 800 bulletins, and a spirited staff of 19, our passion is helping businesses grow by utilizing our vast inventory and over 250 years of combined media marketing experience.

We believe in making a difference in our community by treating nonprofits, local businesses and national chains with the same respect and integrity. Whether you want to expand your client base or profit margins, need volunteers, new hires, or simply have fundraising goals, we have proven success across all marketing campaigns.

To put it simply: Out-of-home works!



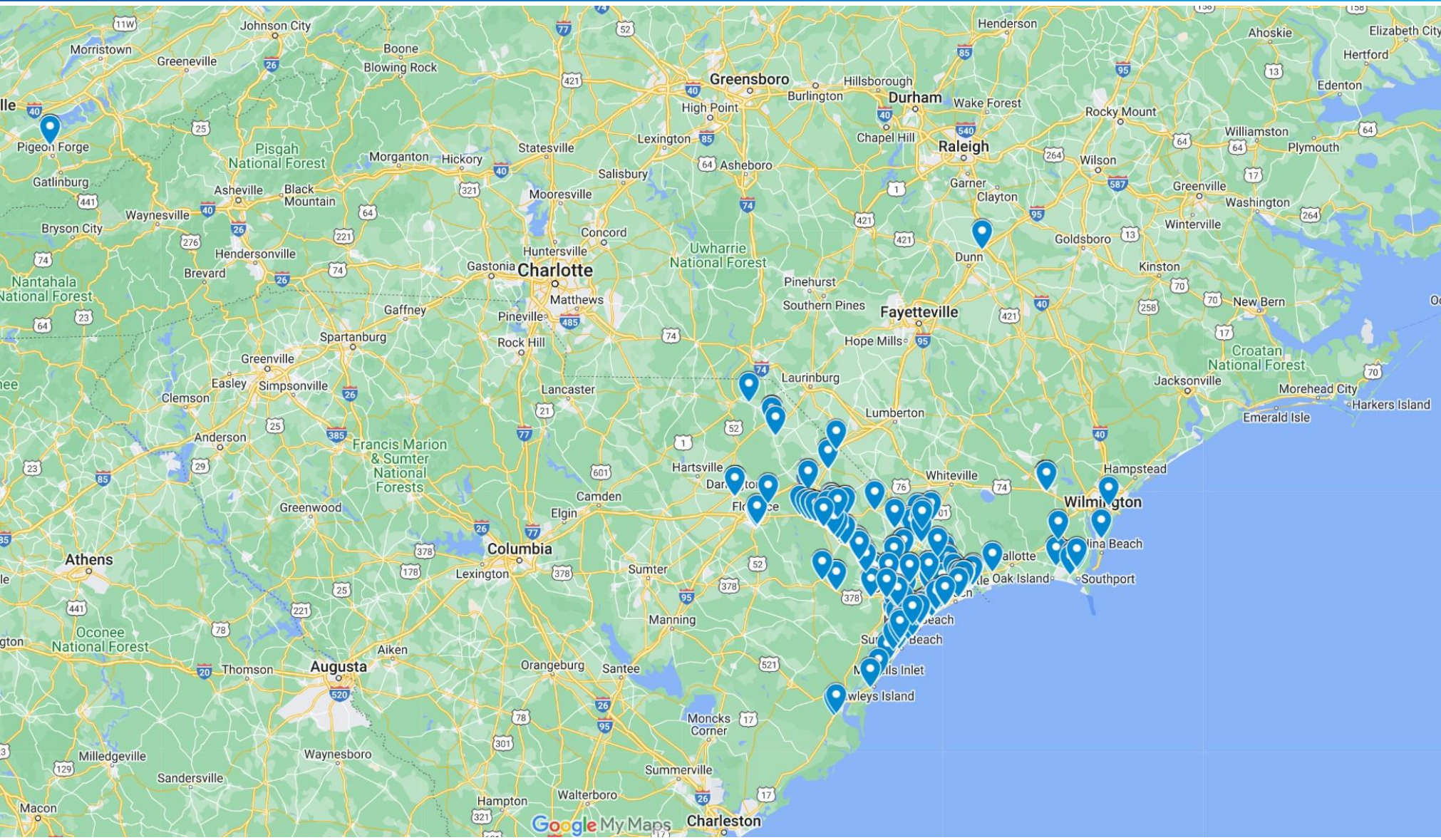
Our Mission & Vision

Our mission is to use our medium to change the landscape of the market. Utilizing impactful messaging & imagery in strategic locations, we want to make your brand larger than life to effectively reach the masses. Whether it's to elicit an emotion, build your brand or make a purchase, we will entice your customers to take action.

Our vision is to not only expand our Out-of-home offerings through unique and innovative technology, but to integrate social media and other forms of digital advertising as well. We want to become your complete digital media marketing partner so you can harness the full potential of a cutting edge campaign.

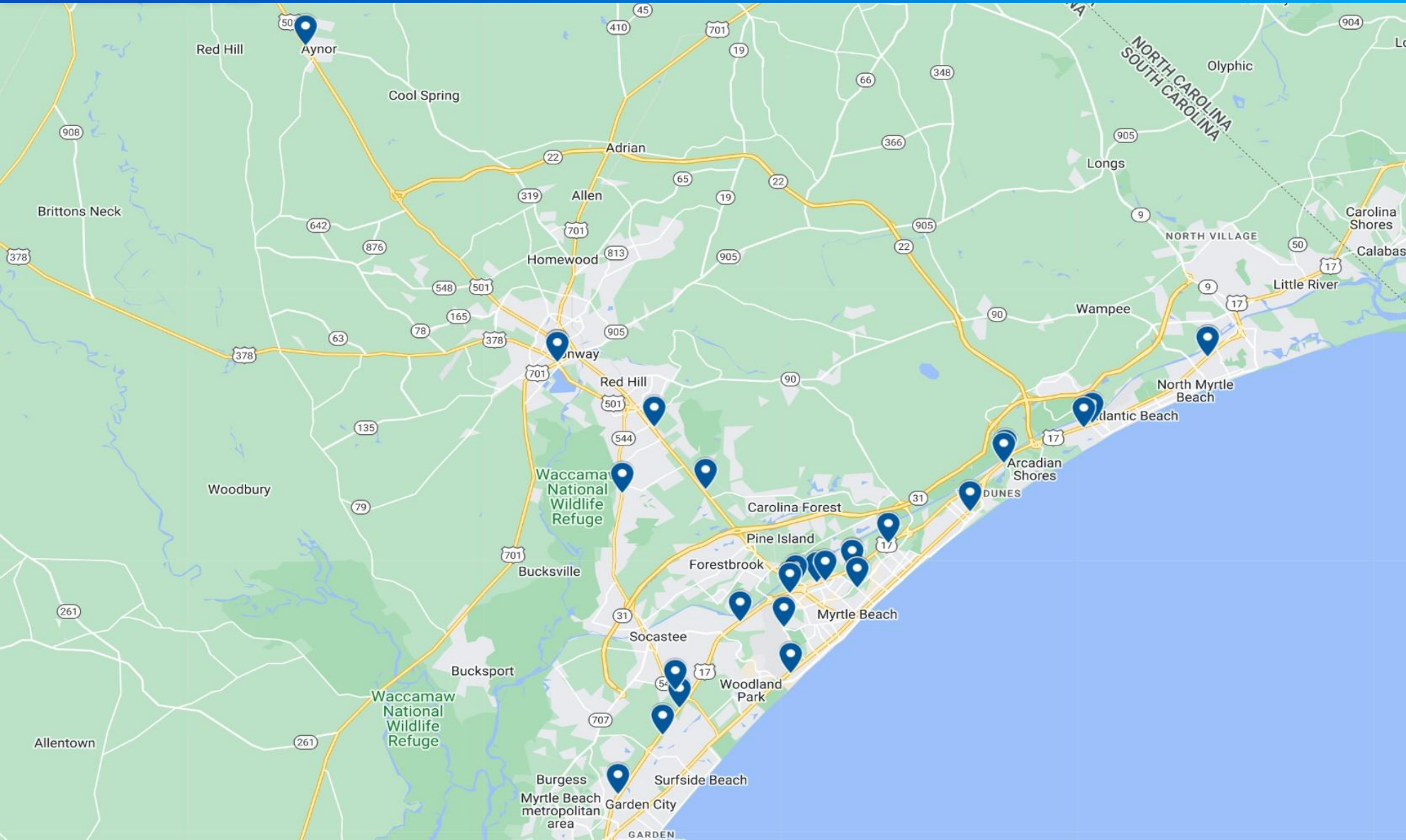
**Every Out-of-home display is a blank canvas.
WHAT'S YOUR MESSAGE?**

Over 800 Bulletins in the Florence/Myrtle Beach DMA



Coastal Outdoor has complete coverage along all of the major arteries into & out of Myrtle Beach as well as the most dynamic displays along the coast.

31 Digital Displays along the Grand Strand



We have the LARGEST digital network in Myrtle Beach, strategically located to target your specific audience. At over 4.8M impressions each week, if you want to target the highest income per capita, Coastal Outdoor is your only option.



Experiential Video Display

Target over **14 million** consumers at South Carolina's most visited entertainment destination, Broadway at the Beach. This complex includes over 160 attractions & restaurants such as Ripley's Aquarium, WonderWorks, Hollywood Wax Museum, Hard Rock Cafe & Jimmy Buffett's Margaritaville just to name a few...

<http://worldpopulationreview.com/us-cities/myrtle-beach-population/>

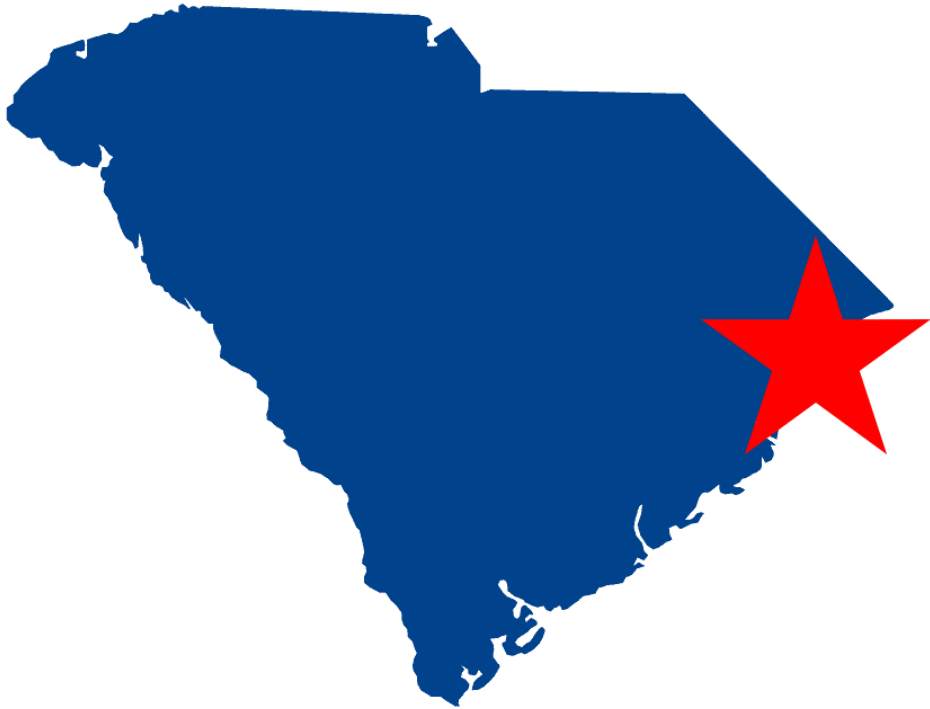
Locally Owned. Nationally Recognized.



Why Myrtle Beach?



U.S. News & World Report Ranks Myrtle Beach the #1 Fastest Growing place to live in 2023-2024



“In a resounding affirmation of its allure & momentum, **Myrtle Beach, S.C.** has once again **clinched the title of America’s fastest growing city for the 3rd consecutive year.**

Highlighting the robust hospitality and tourism industry that thrives in Myrtle Beach, the U.S. News report also underscored the city’s appealingly low cost of living, presenting an enticing proposition for individuals and families seeking a harmonious work-life balance. However, it’s not just leisure and affordability that defines this remarkable coastal gem; the magazine also spotlighted the region’s pro-business environment, fostered by advantageous tax structures and incentives **tailored to promote the growth of enterprises, both large and small.**” – Thomas Beach Vacations, North Myrtle Beach

What's it like to live in Myrtle Beach, SC?

It may be known to outsiders as a vacation hot spot for beachgoers and golfers but Myrtle Beach is also an attractive place to live for a number of reasons. **Young professionals**, growing families & empty nesters who are drawn to the area's mild weather & beaches set down roots & enjoy the area's relatively low cost of living. Myrtle Beach offers a **high number of job opportunities** for those in the tourism & hospitality industries. But even if their professions don't revolve around the region's visitors or transplants, Myrtle Beach residents benefit from living in a tourist haven. Those who live here have access to quality restaurants, a variety of leisure activities & a jam-packed events calendar. Residents also profit from the area's **pro-business** atmosphere, low income taxes & numerous incentives for **growing companies**. **These perks make Myrtle Beach a great place to start a small business.**



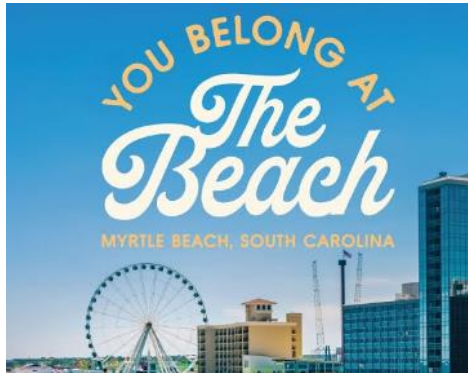
MYRTLE BEACH, South Carolina

Myrtle Beach is a top 100 DMA for 2022!

According to Nielsen DMA Rankings, Myrtle Beach is a top city to help reach maximum Return on Investment (ROI) & Exposure!

DMA	2022 Rank
Baton Rouge	94
Ft. Smith-Fay-Sprngdl-Rgrs	95
Burlington-Plattsburgh	96
Jackson, MS	97
South Bend-Elkhart	98
Myrtle Beach-Florence	99
Tri-Cities, TN-VA	100

You Can Engage **19.6 Million** Annual Visitors!



19.6 million annual visitors



Over 200 outlet stores



90 golf courses with 3.2M rounds of golf played annually, 50 mini golf courses



157,000 weekly accommodations for rent during peak season



7 live entertainment theaters



1,800 full service restaurants



Over 20,000 campground accommodations

MYR sets record for passengers, clear skies ahead for 2023!



3,459,803

The number of passengers flying through Myrtle Beach International Airport soared up to nearly 3.5 million people in 2022, setting a new record for the airport for the second consecutive year. The airlines providing service to & from MYR continue to add routes & flights, making it **the fastest growing airport in South Carolina**. Parking lot and concourse expansions are underway as of summer 2023 to accommodate the influx of leisure demand as well as locals traveling.

OOH Measurement Data Maximizes Delivery

You can now target more qualified customers due to measured and rated Out-of-home advertising. We analyze audience location and how customers engage with out of home as they live, move, work, & play. By using anonymous cell phone data, we can break down targets by income, gender, ethnicity, spending habits & more.

Save Money by Minimizing Wasted Exposures!



**Impressions measured in the Florence-Myrtle Beach DMA generates
389,806,798 Million impressions every week!**

Why OOH?

When outdoor is added to your media plan...

Low CPM, High ROI

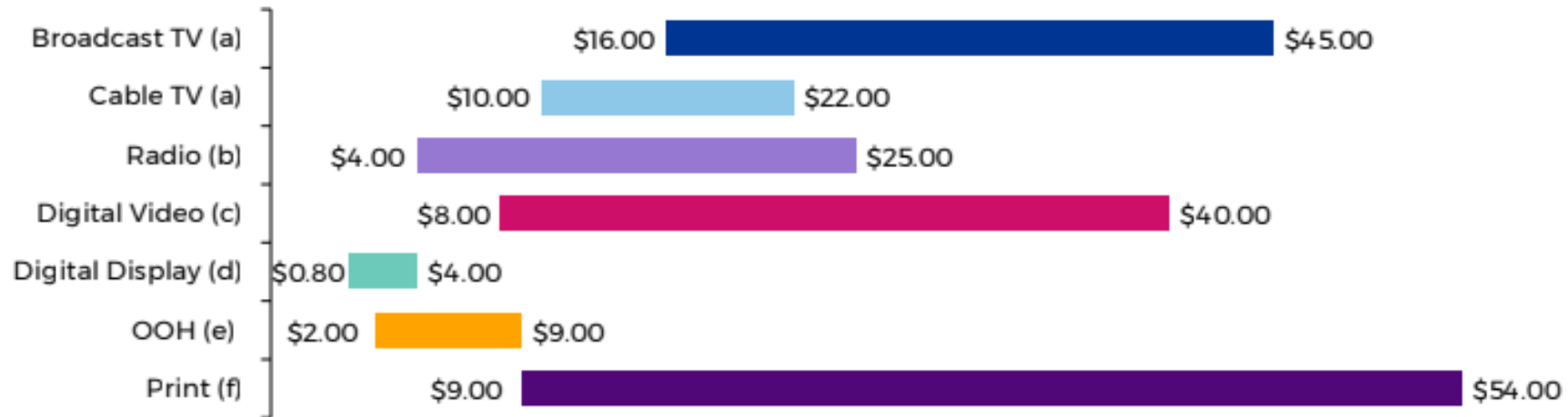
OOH advertising has the reputation of being expensive, but it actually offers the **lowest cost per thousand** impressions (CPM) of all traditional media. With an average CPM of **around \$5**, it's a steal compared to other options available.

The Return on Investment (ROI) in OOH ads also proves its value. Within the last four years, **every dollar spent on OOH advertising generates \$5.97 in product sales**—a higher ROI than radio, print and digital.



U.S. Major Media CPM Comparison Confirms Superior Value of OOH

SOLOMON'S CPM COMPARISON



OOH IS THE BEST BANG FOR YOUR BUCK

Source: Solomon Partners Estimates as of January 2022 based on SEC filings, news, research and other industry sources.

a) 30-second advertisement. Includes both primetime and non-primetime viewing.

b) Represents range for radio and podcasts. Represents 60-second advertisement for podcasts and 30-second advertisement (both spot and network) for radio.

c) Represents range for OTT, mobile video and desktop video. OTT dataset includes various network and subscription streaming services. Mobile and desktop video represents data from 2018. Mobile dataset includes mobile web, phone and tablet for both Android and iPhone.

d) Represents range of mobile display and general display 300x250 banner ads. Data from 2018. Mobile dataset includes mobile web, phone and tablet for both Android and iPhone.

e) Represents range of bulletins, posters, transit shelters and digital place-based media. Calculated using SQAQ reporting from OOH media companies. Digital place-based media represents a range of average realized direct and programmatic rates on various on-premise media / place-based digital networks.

f) Represents range of newspapers and magazines. Newspapers represent 1/2-page ads, calculated using estimated readership. Magazines represent full-page color ads, calculated using estimated readership.

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Private and Confidential

OOH Ads Amplify All Media Plans – Boosts Search ROI Significantly

OOH boosts the ROI of Search Campaign Investment by **40%**. Almost all consumers have a mobile device in tow when they're away from home, so OOH serves as a natural prompt to drive mobile activation. We are **BIG** screens driving consumers to small ones.

In addition to massive reach and an oversized, “**unskippable**” presence, OOH engages consumers in real life as they go about living, working & playing. Our inherent ability to intercept consumers when they are most inclined to act or purchase makes OOH so valuable.



Social Media + OOH = Dynamic Duo

Users are noticing photos of OOH ads posted on their social media platforms, proving that OOH ads boost brand engagement on other channels. Those that noticed OOH ads in their feeds were more likely to engage with the company online:

48% visited the website

36% searched for the company

35% read reviews

35% asked family & friends about the company



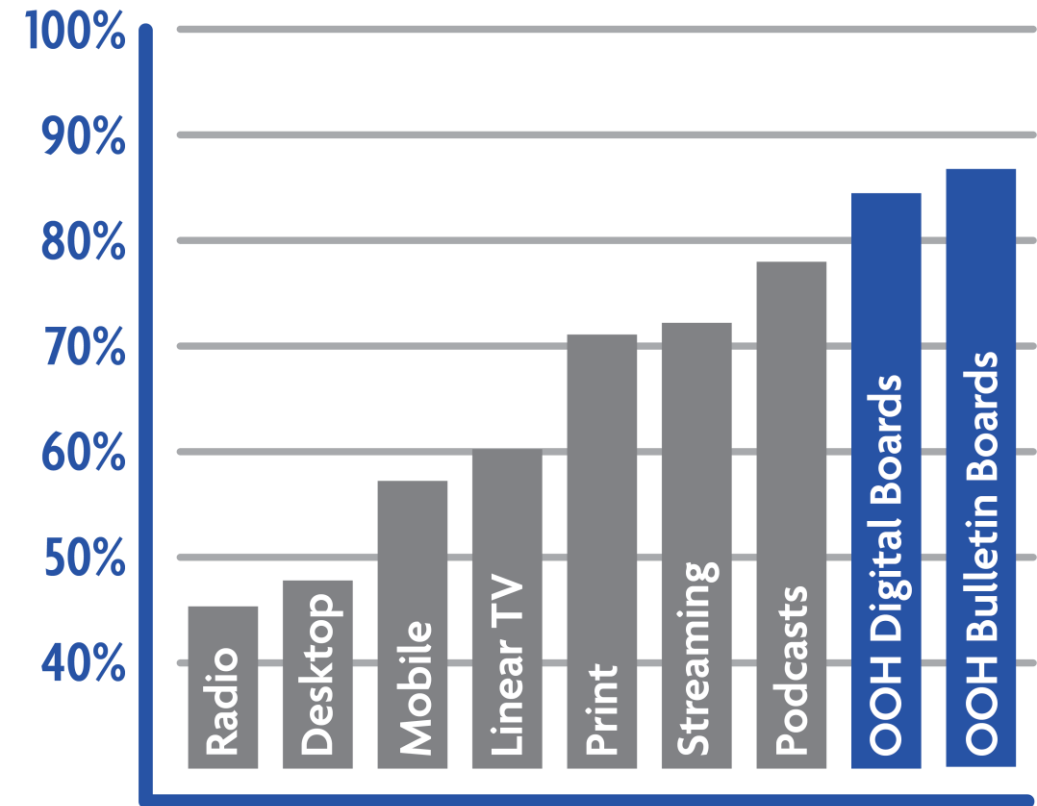
OOH Ad Notice at Record Levels Amplifying All Media Plans

OOH produces the HIGHEST levels of consumer recall vs other media channels.

86% Consumer recall for bulletin billboards

85% of consumers find OOH ads useful & catch consumers' attention during daily travel.

84% Consumer recall for digital billboards.



Consumer Recall By Media Type

Digital Media Grows, But Audiences Continue to Fragment

65% of people skip online video advertising and they do so as soon as they get the chance. The move away from the use of cookies and Mobile ad IDs is having a significant impact on digital media.

75% of consumers are opting not to have their online behavior tracked in iOS apps.

87% of TV audiences are easily distracted by other screens or they're skipping ads.



Consumer Concerns with Digital Media

78% are annoyed with **ads that interrupt** viewing, listening, and reading experiences

73% are **concerned about personal security** and data when using online devices

68% frequently skip online ads due to **digital device burnout**

43% are actively trying to **spend less time** on their phone, computer, or reduce TV viewing



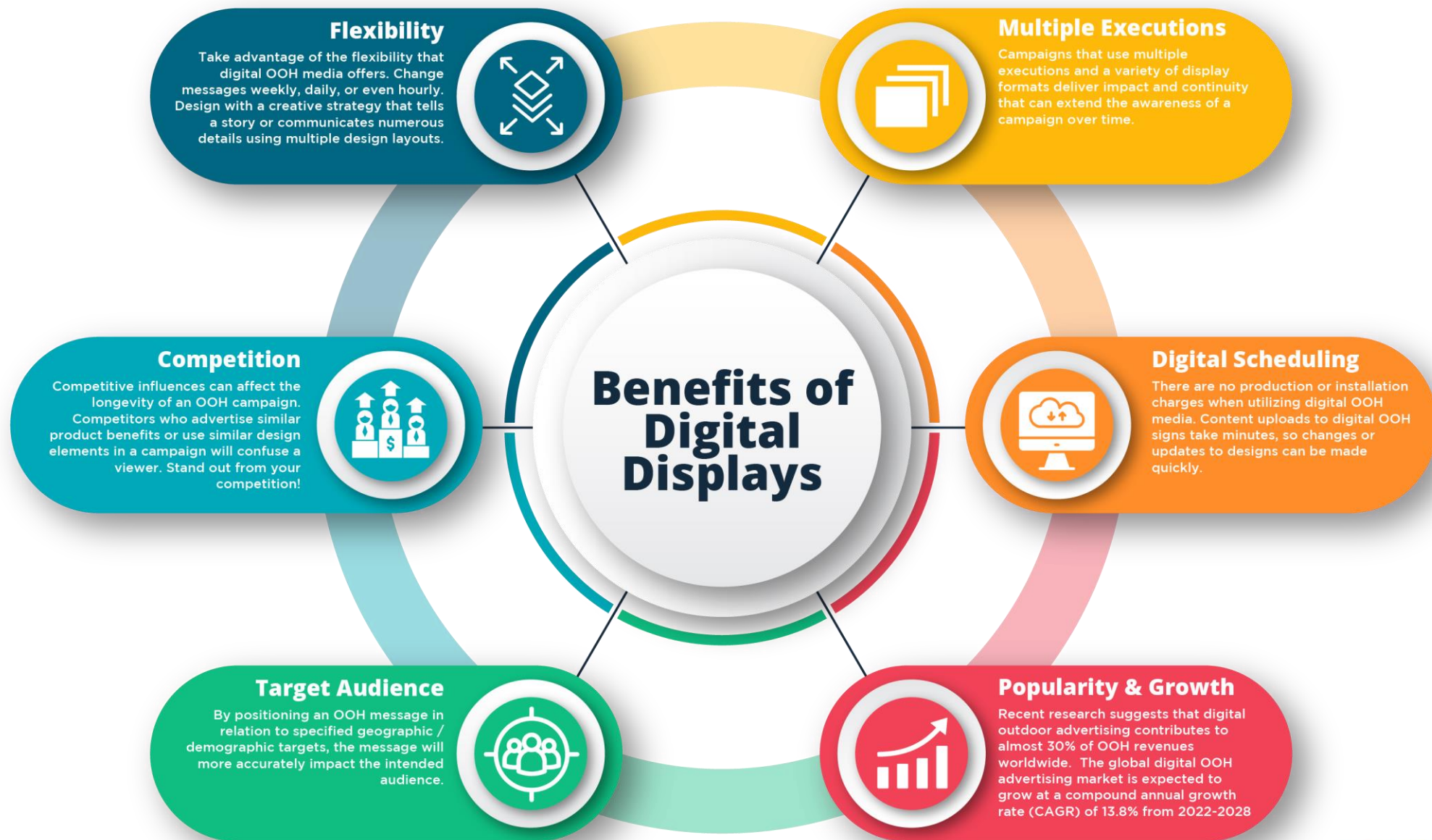
OOH Media in the Post Cookie Marketing World

- Cookies are tags from websites that live on a person's computer/internet-capable devices. For example, when you search for shoes online, the search page & sites you visit leave cookies that can be collected to tell a company (like Zappos) that you'd be a good target for an ad.
- Third-party companies can collect cookie data to see a person's browsing history then use data linking strategies to cross reference identifying features & complete a user profile.
- Third-party cookies used to be an essential part of digital marketing campaigns. Google & Apple now give consumers more privacy by allowing them to opt in or out of this technology.
- As third-party cookies are disappearing, marketers are looking for new targeting opportunities, shifting their investments to external channels like OOH advertising.



**OOH is the only traditional media that continues to grow.
The top OOH advertisers in 2022 include:**





*Source: Magna Global's Media Economy Report 2017; <https://www.marketing-interactive.com/the-top-trends-to-watch-in-ooh/>
<https://linchpinseo.com/trends-ooh-advertising-industry/>
<https://www.grandviewresearch.com/industry-analysis/digital-out-of-home-advertising-market-report>



Digital Displays

Our digital network was built for maximum engagement, strategically located where dwell time delivers a captive audience, influencing the consumer where purchases are made.

Dynamic Content on Digital Displays

Conditional Triggers

Using data sources such as RSS feeds, we can determine which creative to feature traffic, weather & time of day.

Social Integration

We can incorporate social media content, QR codes & reformat/repost from social media outlets.

Live Updates

Through RSS feeds, we can update sports scores, breaking news & more.



Benefits of Bulletins

NOT JUST A GREAT BIG SLIP AND SLIDE!

- 24 hour street presence
- Big, bold existence in the market
- Ability to add extensions & embellishments
- Total market Coverage available
- Great for branding & call to action campaigns
- Target Audience – where they live, work & play
- Exclusivity of message, large size & dynamic colors



Coastal Outdoor Doesn't Just Sell Advertising Space

We are strategic partners to business owners & to our community. Working day to day, week to week and month to month, we strive to make businesses & organizations grow, emanate messaging that is impactful, and communicate what you have to say through Out-of-Home Advertising. Your story is ours, and we are here to extend your outdoor voice!

We have donated hundreds of thousands of dollars of advertising space to organizations & charities in need within Horry & Georgetown Counties & nationally. We are honored to share how our contribution has helped to fundraise, recognize & bring awareness for so many good causes.

- ♥ Horry County Literacy Council
- ♥ All4Paws Animal Rescue
- ♥ Help4Kids
- ♥ SOS Care
- ♥ Meals On Wheels of Horry & Georgetown County
- ♥ Boys & Girls Club of MB
- ♥ Alzheimer's Association
- ♥ Urgent Blood Drives
- ♥ Relief Funds
- ♥ Beach Ball Classics
- ♥ Grand Strand Miracle League
- ♥ Humane Society
- ♥ Various Churches
- ♥ Autism Awareness
- ♥ See full list @ www.coastaloutdooradvertising.com/giving-back/

Client Testimonials



COASTAL OUTDOOR

Pudge and his team have been a dream to work with! They connected with us on a personal level and were able to help us better communicate who we are and what we do. They spent hours on SWOT analysis and research and really dug in to make sure that they got it right. The end result is a perfectly executed vision for the future. We love that our new logo honors our past while at the same time presenting a fresh, modern look representative of where we're heading. Thank you for sharing your talent, generosity and partnership with SOS Care.

Sarah Pope, SOS Care

Client Testimonials



COASTAL OUTDOOR

You guys are awesome! Everything you promised you did and on time. George in sales and the design team are first class. We launched a new phone number and a new web address and it created calls in two weeks of digital billboards. The competition took notice. The hotels in town even began calling us on a more regular basis and we definitely added new transportation partners. The "drivers wanted" ad posted for only 48 hours and we had over 25 applicants! It ran simultaneously with three other billboards, so the number of applicants was amazing! You can count on future business from us.

Tim Hart, Cabbz Here

Client Testimonials



COASTAL OUTDOOR

For its 30th Anniversary season (2017-18), the Long Bay Symphony included digital billboards in its marketing budget. Coastal Outdoor has done a great job with designing the boards. We definitely saw an increase in ticket purchases following postings of specific concerts. With the success billboards have brought us, we will continue to include them in our marketing plan!

N. Jane Williams, The Long Bay Symphony

Client Testimonials



MD ROOFING & WINDOWS

COASTAL

COASTAL OUTDOOR

"I think the smartest people are those who accept that: 'You don't know what you don't know. Some things should be left to the experts.' One thing I now know is that the expert design team at Coastal Outdoors are marketing geniuses. They know marketing! We met with them initially and gave them almost no ideas or direction and they asked us to trust them. In a short time they created a unique marketing strategy for our billboard advertising. It was simple, but informative; and at the same time creative and memorable. Then they took that one step further and even brought us in, dressed us up and had a photo shoot to incorporate both owners of MD Roofing & Windows on custom built extensions on the billboard. Brilliant!"

We have already had countless people calling us about our billboard: friends, family, potential customers and even our competition. The billboard design and location is really catching people's attention. MD Roofing & Windows will be Coastal Outdoor's customers for life. If you are looking to maximize your companies exposure then trust the experts at Coastal Outdoor. They are friendly, fun and even a little crazy...but they definitely know what they are doing.

Randy Dorenbos, MD Roofing & Windows

Client Testimonials



COASTAL OUTDOOR

"Joe and the entire team at Coastal Outdoor are great partners. Outdoor is a dominant part of our advertising mix and they have been a pleasure to work with throughout the years. Joe works with you to isolate billboard locations that will best fit your needs and the creative team provides input and assistance when needed. Not to mention the behind the scenes folks who handle the scheduling of all the digital billboards, installation of bulletin boards, and so much more. It's a true team effort and everyone within the Coastal Outdoor family is fantastic to work with. No matter your budget, Joe and the team at Coastal Outdoor will work to find a solution that is right for you and your business."

Kristin Call, AGM, Myrtle Beach Pelicans

Client Testimonials



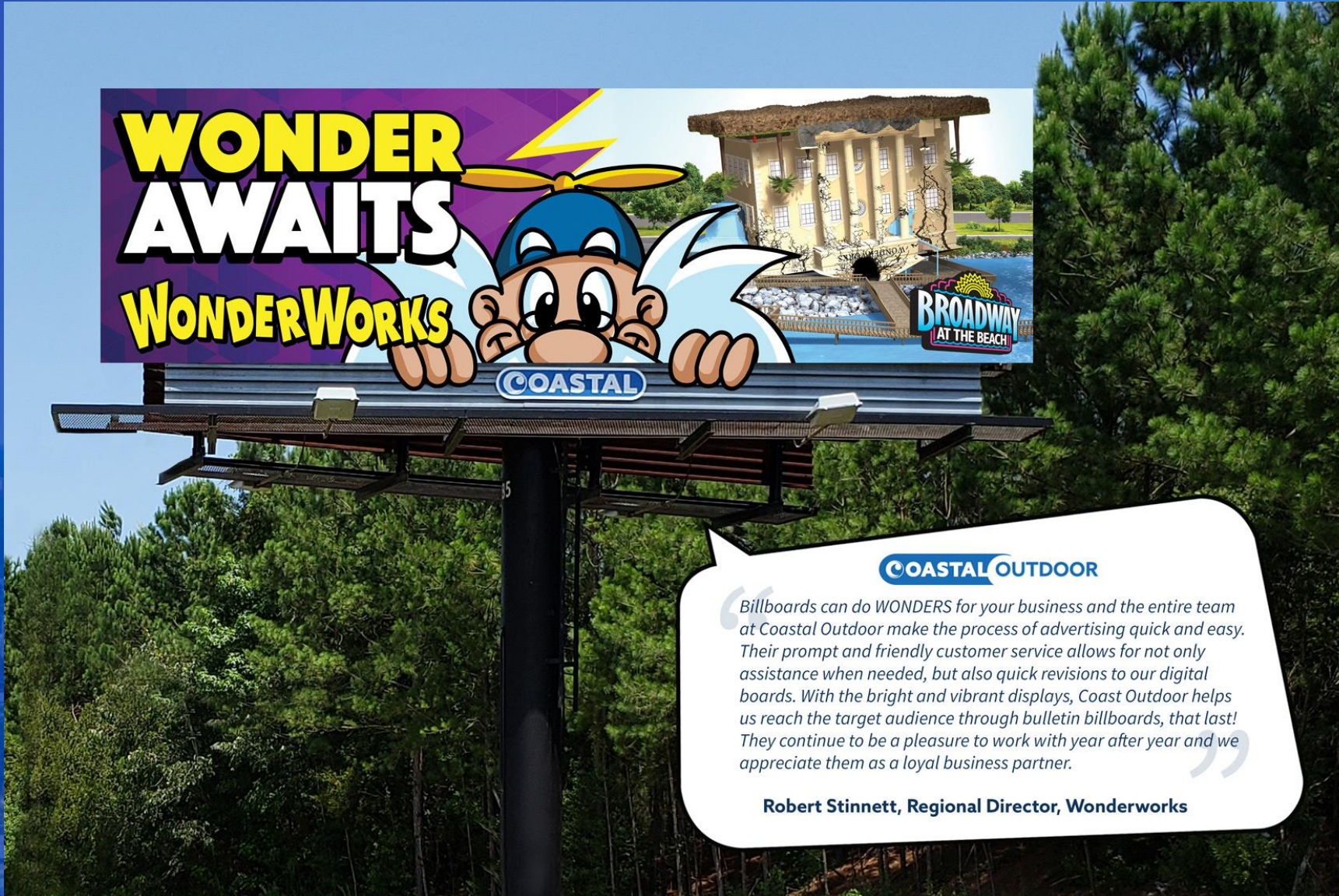
COASTAL

COASTAL OUTDOOR

The Wedding Showcase was a huge success! Our boards with Coastal Outdoor Advertising were so well recognized that our guests actually complimented our advertising campaign! There is no doubt that partnering with Coastal Outdoor drove attendance to our event and we cannot wait to work with you all again on the next showcase! We like working with the best!

Cheryl L. Cox, The Wedding Showcase

Client Testimonials



COASTAL OUTDOOR

“Billboards can do WONDERS for your business and the entire team at Coastal Outdoor make the process of advertising quick and easy. Their prompt and friendly customer service allows for not only assistance when needed, but also quick revisions to our digital boards. With the bright and vibrant displays, Coast Outdoor helps us reach the target audience through bulletin billboards, that last! They continue to be a pleasure to work with year after year and we appreciate them as a loyal business partner.”

Robert Stinnett, Regional Director, Wonderworks

Client Testimonials



COASTAL OUTDOOR

I wanted to say "thank you" for your help and support with the dine and donate for the Humane Society of NMB. Our food sales were just over \$4,000! I think that is AWESOME (especially for the first time) and we want you to know how much your support for the event means to us! All of us here at Carolina Ale House are huge animal lovers and we were all so excited the dine and donate went so well. With that said, we are hoping to book one dine and donate per month with the HSNMB. Thanks again!

Caroline & Carolina Ale House Staff

Client Testimonials



2019 Encore SB
0% APR
OR UP TO 18%
below **MSRP**

BUICK

HADWIN-WHITE

COASTAL

COASTAL OUTDOOR

I have had a long-standing business relationship with Coastal Outdoor and Joe Ellis, and I appreciate their ability to continue to evolve in their ever-changing industry so that they have the best products available to present to me to assist with our advertising efforts. Digital boards have been a great addition to our advertising strategy as the slides can be changed quickly and therefore we can promote current incentives and savings to the market. Joe is always quick to share opportunities with me, yet always respectful regarding my final decision. I trust Joe and Coastal Outdoor to watch out for our best interest and it doesn't hurt that when Joe comes by we get to discuss little SEC football!

GM Jordan Hadwin, Hadwin-White

We pride ourselves on keeping up with new marketing ideas, industry trends, and competitive intelligence. We help businesses generate customer growth and we welcome the opportunity to partner with you!

(843) 692-2334

CoastalOutdoorAdvertising.com