

GET YOUR BRAND COMMUNITY LEVEL EXPOSURE!

APM has over 35 community-based networks available across the country that can help raise awareness, promote good-will and embed your brand with consumers on a local level in ways no other media can. Below are just a few opportunities available this Spring and Summer. Ask us to see what other networks might make sense for your brand!



SWIMMING POOLS

Swimming; one of the most popular recreation activities of children 7-17. With thousands of public schools nationwide, the media options are nearly unlimited. From banners, posters, floor mats, concrete graphics, to branded kick boards and beach balls, this is a great way to reach children and parents.

Demographic Reach:

- Primary: Youths 7-17
- Secondary Adults 25+

Largest Traffic Seasons: May - September

Media Options:

Large format banners, banner stands, standees, posters, floor mats, mirror clings, custom inflatables, branded kick boards, towels, beach balls, floating noodles, and more.

Estimated 4 Week Traffic: 30,000 per location

Number of Locations: 1,900

<http://allpointscsco.com/swimming-pools/>



ICE CREAM SHOPS

One of America's favorite treats, ice cream shops are visited by over 300 customers every day. Driven by children and associated with reward and celebration, the ice cream shop is a favorite among advertisers targeting this demographic.

Demographic Reach:

- Primary: Youths 6-17
- Secondary Adults 21+, Parents

Largest Traffic Seasons: Spring & Summer

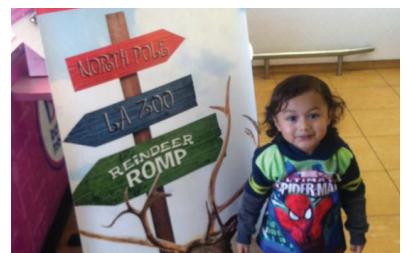
Media Options:

Banner Stands, Posters, Standees, Floor Mats, Window Clings, Brochure Collateral, & other branded promo items

Estimated 4 Week Traffic: 22,500 per location

Number of Locations: 1,100

<http://allpointscsco.com/ice-cream-shops/>



YOUTH + FAMILY REC CENTERS

Boost positive brand awareness by connecting with the local recreation centers in communities nationwide. This network includes YMCA's, Boys and girls Clubs, city parks and city recreation centers. With a wide demographic, these locations have an average length of 90 minutes per visit.

Demographic Reach:

- Primary: Youth families (Adults 25-40, Youth 13-18)
- Secondary: Adults 18 - 54

Largest Traffic Seasons: Consistent Year Round

Media Options:

Banner Stands, Posters, Standees, Floor Mats, Window Clings, Brochure Collateral, & other branded promo items

Estimated 4 Week Traffic: 72,000 per location

Number of Locations: 2,200

<http://allpointscsco.com/rec-centers/>



GOLF COURSES

As the weather heats up, you will find many men and women, ages 40+ visiting the public and private high-traffic golf courses across the nation. This demographic is very brand driven, with high respect for peer opinion and a high retention after repeat impressions.

Demographic Reach:

- Primary: Men 30-59
- Secondary Men & Women 35+

Largest Traffic Seasons: April-October (Consistent Year Round in warmer regions)

Media Options:

Branded Floor Mats (4'H x 6'W), Vinyl Banners (3'H x 5'W), Vinyl Banner in Stand w/optional acrylic holder (5'H x 2'W), Mirror Clings (3"H x 3"W), Branded Ball Dispensers & Range Targets , A-Frame Displays (2'H x 3'W), Coupon Samples and Giveaways, Event Promotions

Estimated 4 Week Traffic: 63,000 per location

Number of Locations: 1,532

<http://allpointscsco.com/golf-courses/>

