



What do YOU spend for advertising?



	Digital Billboard	Permanent Billboard	RADIO MidDay 15 spots, 60 sec	TV 5AM-12AM 43 spots, excl. 7- 10PM	Poster Billboard	YP Print 1X2 inch	Direct Mail	Publication full page ad	DineInsight MobileApp	YP Internet
Monthly Cost	\$ 105,000	\$ 4,815	\$ 4,500	\$ 2,500	\$ 938	\$ 224	\$ 250	\$ 250	\$ 150	\$ 98
Electronically Track Viewers	no	no	no	no	no	no	no	no	yes	yes
Collect Contact Info	no	no	no	no	no	no	no	no	yes	no
On-Demand Changes	no	no	no	no	no	no	no	no	yes	no
Surveys-Interactive Feedback	no	no	no	no	no	no	no	no	yes	no
Available 24X7	no	no	no	no	no	no	no	no	yes	no
Mobile Ordering	no	no	no	no	no	no	no	no	yes	no
Links to Youtube	no	no	no	no	no	no	no	no	yes	no
GPS Locator Mapping	no	no	no	no	no	no	no	no	yes	no
Advertise daily specials	no	no	no	no	no	no	no	no	yes	no
Band/Event Schedules	no	no	no	no	no	no	no	no	yes	no
Graphics	yes	yes	no	yes	yes	yes	yes	yes	yes	limited

*Data collected from Local Yellowpages, Local Radio Station, Local TV station, and Local billboard advertiser

*All costs are ESTIMATES for OKC & metro areas

*Direct mail cost figured at 1,000 mailings X 4 times per year (print & postage cost)