Interactive Advertising Rights

- Advertisers bid on advertising rights via Neighbor.ly
- JCDecaux | CBS Outdoor | Lamar | Viacom
- Bids include upfront purchase + annual revenue
- Winner installs and maintains ad infrastructure
- New Jersey Transit: 5 year @ $53.5 M (2012)
- Dubai Metro RTA: 10 year @ $817 M (2008)

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Interactive Advertising Rights



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Interactive Advertising Rights





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Interactive Advertising Rights



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Interactive Advertising Rights



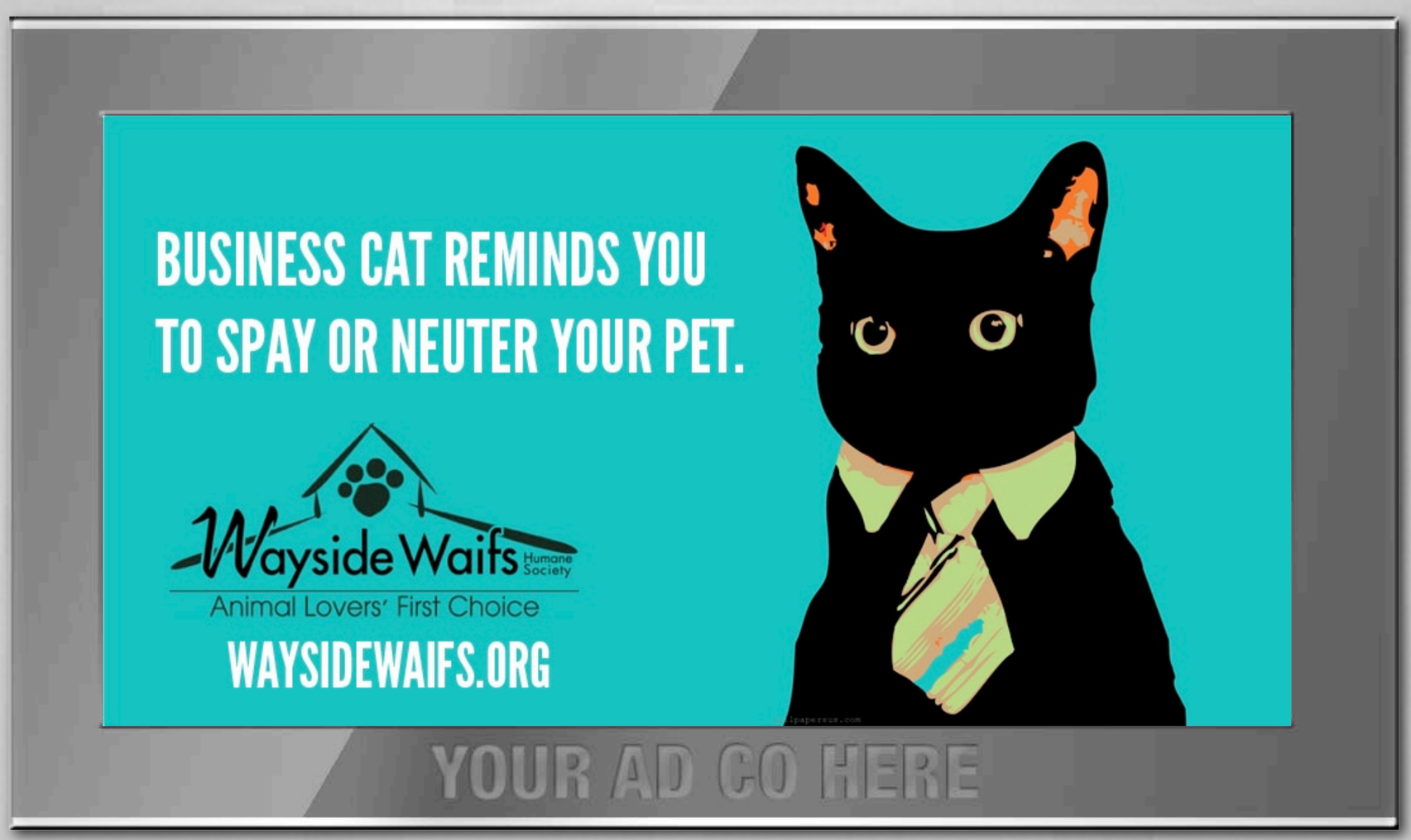
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Interactive Advertising Rights



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Interactive Advertising Rights



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Interactive Advertising Rights



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Donor Recognition

Donor Recognition



Donor Recognition



Donor Recognition



Donor Recognition



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Donor Discount Card



- Free steak dinner at Anton's Steakhouse
- Free wine & cheese basket at Cosentino's Market
- Two free tickets to concert at Kauffman PAC

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Sponsored Amenities









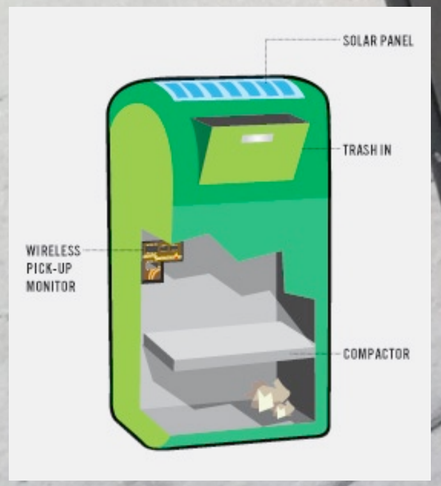




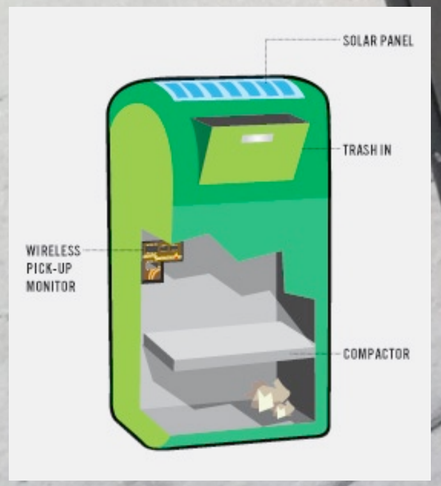


Sponsored Amenities

Sponsored Amenities



Sponsored Amenities



Perk

What Else?

- **Transport**: streetcars, bikeshare, trails, **bridges**...
- **Sports**: activity spaces, **stadiums**...
- **Technology**: community Wi-Fi, tech centers
- **Parks**: community gardens, **playgrounds**, parklets
- **Buildings**: AIA stalled projects, preservation, reuse
- **Culture**: museums, zoos, aquariums, pavilions
- **What else?**

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Bike / Walk Paths



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Ball Fields

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Activity Spaces



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Skate Parks

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Waterfronts

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Adaptive Reuse

Dog Runs



Public Art

Public Art



STATS! STATS! STATS!

JUL: $1 / UNIQUE

AUG: $2 / UNIQUE

> 20% FROM OUTSIDE KC

20+ PROJECTS IN BACKLOG

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THANK YOU !

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http://twitter.com/neighborly

http://facebook.com/NEIGHBORdotLY

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