



DIGITAL CAPABILITY STATEMENT

CORPORATE PROPOSAL

COMPANY INFO:

iDigital Outdoor, LLC

Legal Structure/Ownership: Limited Liability Company

3235 Oak Ridge Loop, E. West Fargo, ND 58078

Phone Number: 701-552-6611

Fax Number: 701-212-4714

Website: idigitaloutdoor.com

Employee Size: 10

Primary Contact:

Josh Gilleland

CEO

josh@idigitaloutdoor.com



ABOUT US:

DUNS: 083196668 - TIN:82-1123316

City of Ramsey,MN:

At iDIGITAL Outdoor we are community focused. Our goal is to work with the City of Ramsey, local tourism bureau, EDA and the Chamber of Commerce to help grow the local economy. We do this by offering lower advertising rates on our billboard to local businesses on a first come basis before we try to sell any advertising space to national companies not from the area. We also work hand in hand with local emergency services agencies to help them advertise when they have special events or services needed. A few examples would be the Elmcrest Art Fair, Happy Days, Game Fair, or the Night to Unite. We want to make sure our structures are pleasing not only to the eye but to the environment. We utilize 100% recyclable vinyl on our static advertisements of our displays. We only use LED lights which are 70%+ more efficient than their standard halogen counterparts. We strive to make sure our structures are the most aesthetically pleasing to the eye as possible. We customize the structure to blend in with its surroundings. We will stone the base of the sign in accordance to the city's sign plan and to match the color scheme City of Ramsey's current digital signage on Hwy 10.

Since 2017, iDigital Outdoor has been providing powerful dynamic advertising campaigns to the States of North Dakota, South Dakota and Minnesota. We have offices in St Cloud, MN and Fargo, ND specializing in outdoor (digital and vinyl) advertising along with digital mobile advertising, with billboard locations in prominent markets throughout North Dakota, South Dakota and Minnesota. We have been involved with helping the cities of Warroad, MN and Tea, SD change and/or rewrite some of their city code ordinances/policies regarding off-premise digital signage. This helped create a balance and reduce fear some community members felt about digital billboards and make sure those members voices were heard loudly (by putting measures in place allowing only so many digital billboards inside the city limits and by creating boundaries or spacing requirements). We have become members of both Chambers of Commerce and very much a part of those communities. We have high school students learning to create and schedule ads on our boards for their community and school functions etc.

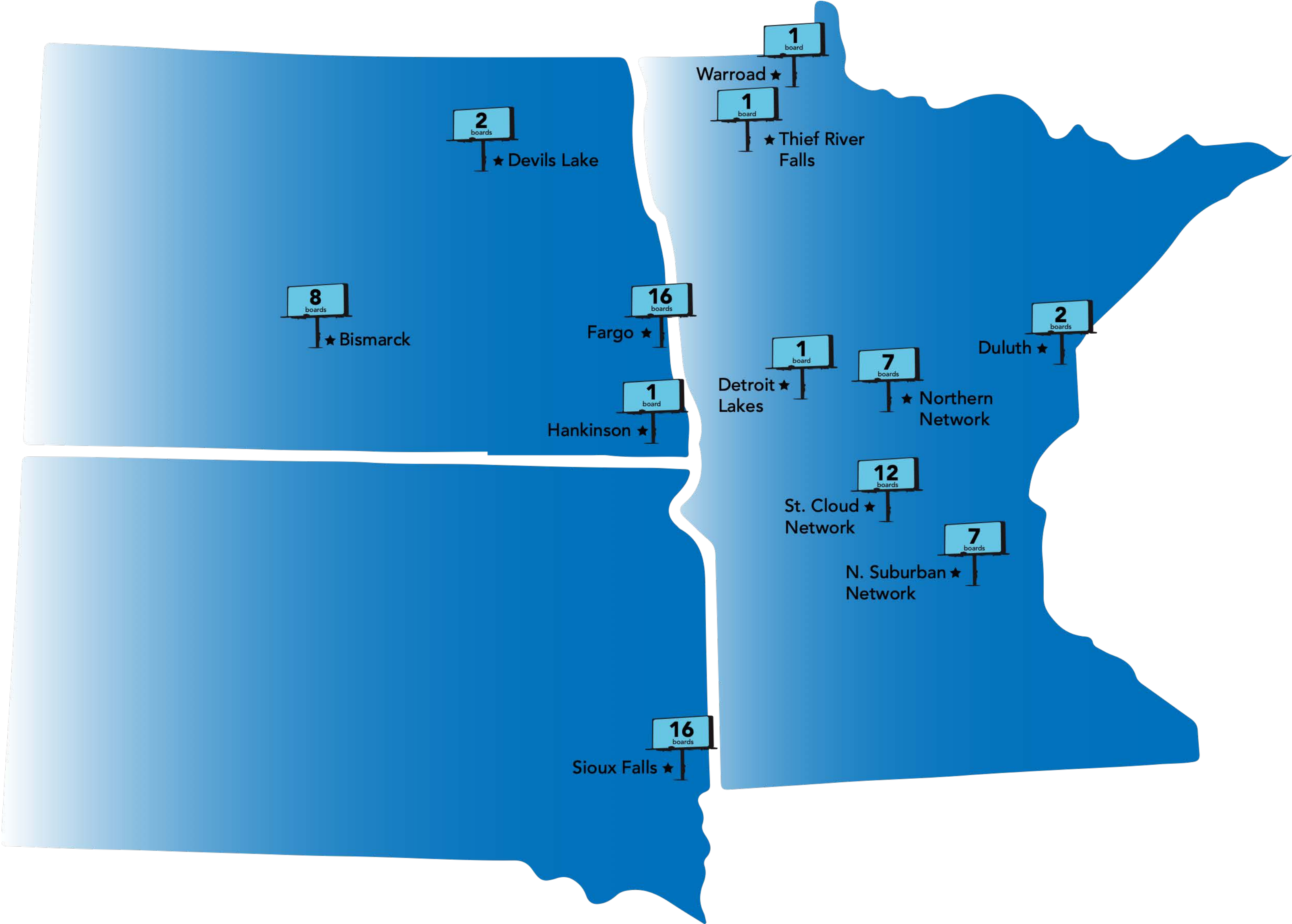
iDigital Outdoor is highly capable of installing digital billboards and meeting the requirements with thorough execution from beginning to end.

iDigital Outdoor delivers the type of advertising that is being sought out by the local business owners.

iDigital Outdoor is offering the City of Ramsey to advertise their local events and functions on our St. Cloud and Northern MN networks at no cost based on open inventory.



MARKETS & NUMBER OF DIGITAL BILLBOARDS



CORE COMPETENCIES

Full service outdoor advertising company.

Digital billboards located in smaller communities in North Dakota, South Dakota and Minnesota.

Have been successful in the installation of both vertical and horizontal digital billboards. iDigital is the first and only in the State of North Dakota to offer vertical billboards.

Rotational network advantages to ensure maximum coverage in any of our locations that are desired by the City of Ramsey businesses.

We will create Powerful creatives that will resonate with the client's audiences at no additional cost to local businesses.

Digital formatting allows you to bypass production cost and change your message frequently.

Detailed reporting services throughout advertising campaigns.

DIFFERENTIATORS

- We sell fractional ad spaces to local businesses to make advertising more affordable for them on our vertical billboards. As far as we are aware, we are the only company in the US currently offering this. You can see on our slide #7 rendering what I am referring to as well as on slide #13 where we reference 1/3 and 1/2 slot rates. Also please note on slide #7 the green verbiage on the top of the ads. We add this to help guide traffic to your local businesses by pointing the way.
- iDigital Outdoor will offer the City of Ramsey local businesses the opportunity to purchase digital on-premise signs at a discounted price through our partner RHL, Inc in St. Cloud, MN.
- iDigital Outdoor will display Amber Alerts and any PSA's needing to be broadcasted to the community.
- iDigital Outdoor will work with the local high schools and their Computer Science, Digital Media, Graphic Design and Marketing classes where there are opportunities to have students learn to create and schedule ads for school and community functions. This also opens the door to possibly have those classes earn college credits
- iDigital Outdoor is offering the City of Ramsey to advertise their local events and functions on our St. Cloud and Northern MN networks at no cost based on open inventory.



PROJECT TEAM & EXPERTISE

iDigital Outdoor has a core group of leading talent in strategic advertising, campaign planning, and implementation. iDigital Outdoor is proud to house a dynamic creative team skilled in graphic design and creative concepts.

Josh Gilleland – CEO,
josh@idigitaloutdoor.com
(701) 262-3366

Andy Solheim – CFO,
andy@idigitaloutdoor.com
(952) 666-9695

Paul Hilt – President of Business Development,
paul@idigitaloutdoor.com
(701) 630-4466

Julie Halverson – Sales Manager,
julie@idigitaloutdoor.com
(701) 799-9397

Taylor Danielson – Community Relations Manager,
taylor@idigitaloutdoor.com
(651) 399-4245

Jeremy Martin – Creative Director,
jeremy@idigitaloutdoor.com
(701) 400-1999



RAMSEY BLVD EXIT & HWY 10

VERTICAL OPTION

Double Faced 10mm Digital

Size: 16' x 41'



Northwest Facing



Southeast Facing

RAMSEY BLVD EXIT & HWY 10

HORIZONTAL OPTION

Double Faced 10mm Digital

Size: 14' x 48'



Northwest Facing



Southeast Facing

SUNFISH LAKE BLVD EXIT & HWY 10

VERTICAL OPTION

Single Face 10mm Digital

Size: 16' x 41'



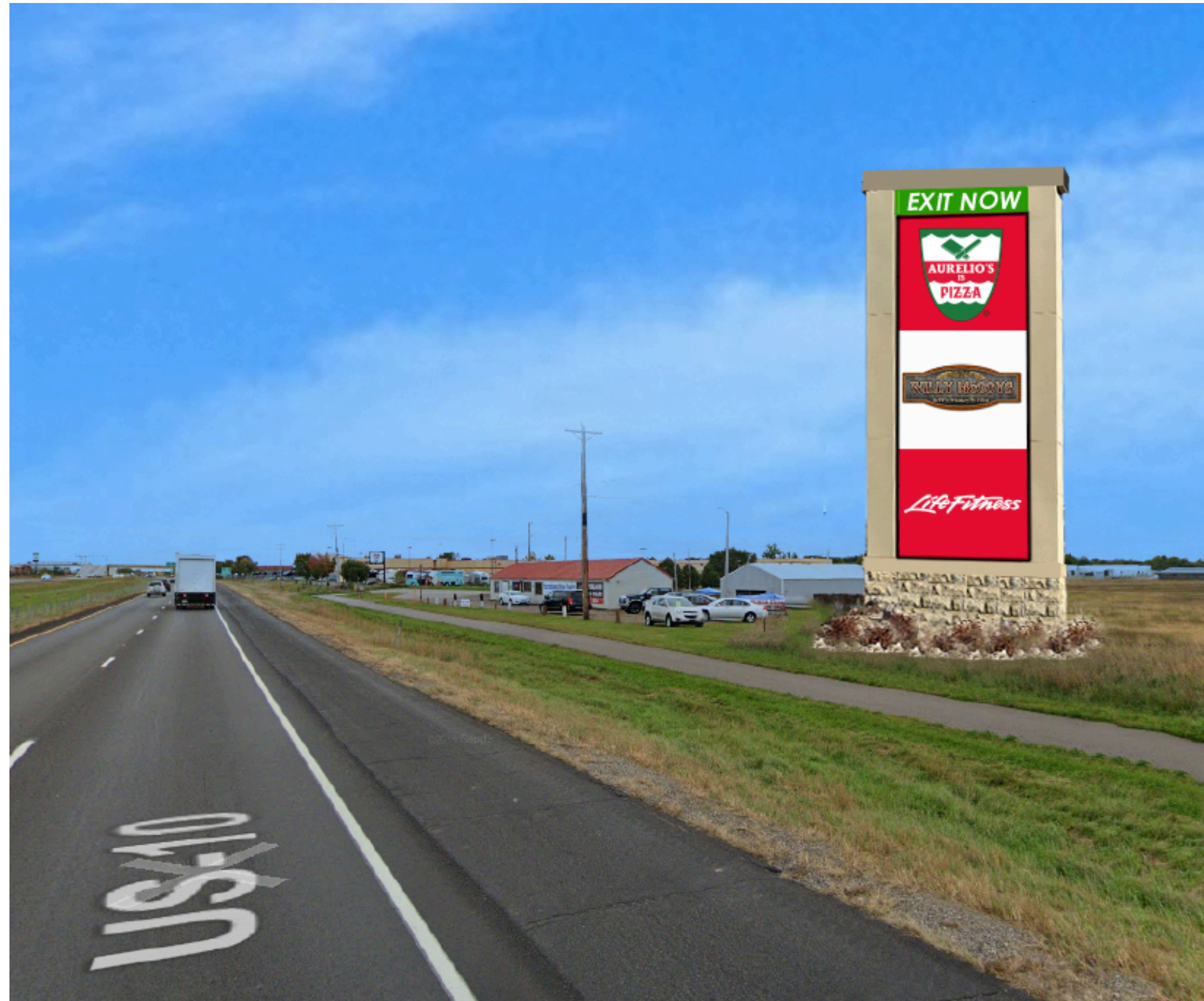
Southeast Facing

ARMSTRONG BLVD EXIT & HWY 10

VERTICAL OPTION

Single Face 10mm Digital

Size: 16' x 41'



Northwest Facing

7443 HWY 10 NW

HORIZONTAL OPTION

Double Faced 10mm Digital

Size: 14' x 48'



Northwest & Southeast Facing

7443 HWY 10 NW

VERTICAL OPTION

Double Faced 10mm Digital

Size: 16' x 41'



Northwest & Southeast Facing

EXPERIENCE

Dakota Magic Casino (20'h X 60'w horizontal), Hankinson, ND – See exhibit A.

Lake Country Chevrolet (10'h X 30'w horizontal), Warroad, MN – See exhibit B.

Viaduct downtown Sioux Falls (14'h X 48'w horizontal), Sioux Falls, SD – See exhibit C.

Ruby Tuesday's (11'w X 27'h vertical), Fargo ND – See exhibit D.

O'Kelley's (10'h X 30'w horizontal), Fargo, ND – See exhibit E.

Warroad, MN

Thief River Falls, MN

Tea, SD

EXPERIENCE



Exhibit A



Exhibit B



Exhibit C



Exhibit D

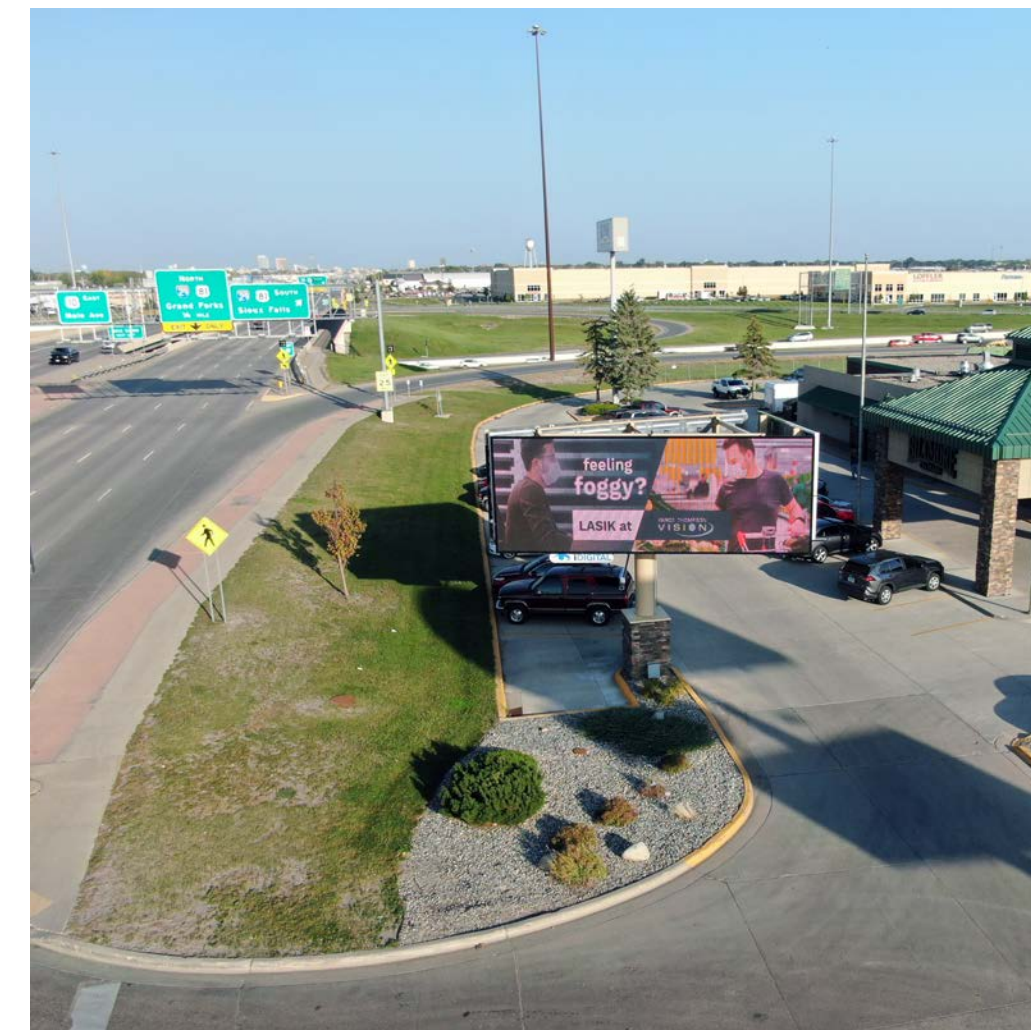


Exhibit E

- Dakota Magic Casino (20'h X 60'w horizontal), Hankinson, ND – See exhibit A.
- Lake Country Chevrolet (10'h X 30'w horizontal), Warroad, MN – See exhibit B.
- Viaduct downtown Sioux Falls (14'h X 48'w horizontal), Sioux Falls, SD – See exhibit C.
- Ruby Tuesday's (11'w X 27'h vertical), Fargo ND – See exhibit D.
- O'Kelley's (10'h X 30'w horizontal), Fargo, ND – See exhibit E.

Markets we have been successful in adding digital billboards where they were not allowed prior.

Warroad, MN
Thief River Falls, MN
Tea, SD



REFERENCES

Kelner Communications - Karen Kelner(owner) - Ad Agency
(701) 478-5800

Midwest Communications - Dan Cash (General Manager) - Client
(701) 715-0119.

Todd DeBates – Landowner
(701) 371-1986

PROJECT SPECIFICATIONS

Size: Dynamic display sign must not exceed 40 X 40 feet. (excluding the base).

14'h X 48'w horizontal OAH 35' with base
16'w X 41'h Vertical OAH 48' with base

Construction, operation and maintenance: Company must construct, operate and maintain sign. **Yes, iDIGITAL can do this as it is what we do in all markets.**

Ramsey Business Advertising and Community Messaging: Ad space must be reserved for both City and local business advertising. Please describe how much space will be reserved for each entity type and if there will be reduced cost to advertise.

We will offer advertising to the City of Ramsey on our St Cloud Network and Northern MN network at no cost based on open inventory for local events etc.
We will reserve 50% of the inventory for both City and local businesses.

Advertising rates.
8 slots per face with 7 second dwell/hold times

Local rates:
\$995/flight/spot
\$795/flight/ 1/2 spot
\$495/flight/ 1/3rd spot

Retail rates:
\$1495/flight/spot
\$1195/flight/ 1/2 spot
\$795/flight/ 1/3rd spot

Duration: Commitment to a minimum of a 10-year agreement. **We would like to see a 35-year lease with two 10 year options ideally.**

PROJECT SPECIFICATIONS

Ordinance Compliance/Changes: Construction and operation of the proposed dynamic display billboard will likely result in the need for City Ordinance amendments. Please include experience in working with Ordinance amendments.

We have had members of our team work on changing city ordinances and help rewrite city sign codes in the following cities:

Detroit lakes, MN – This led allowing digital billboards being allowed, new spacing requirements, minimum/maximum sizing and heights specifications and setting minimum/maximum dwell times.

Dickinson, ND – This led allowing digital billboards being allowed, new spacing requirements, minimum/maximum sizing and heights specifications and setting minimum/maximum dwell times.

Warroad, MN – This led to having one of the first digital billboards installed on a scenic byway in MN since the early 1990's. In the State of MN sign ordinances there is window of opportunity that allows local businesses alongside scenic byways the ability to install a digital billboard for the local businesses to utilize for advertising.

Tea, SD – This led allowing digital billboards being allowed, new spacing requirements, minimum/maximum sizing and heights specifications and setting minimum/maximum dwell times.

City Owned Parcels: The City is open to a location currently owned (or planned to be owned after pending Highway 10 Improvements) to locate a billboard. In that case, please provide detail on the financial structure of lease rates and/or revenue cost-share. ***iDigital Outdoor will pay the landowner 25% of gross revenue for all ads sold. Based on our rates listed above at 100% occupancy the landowner would receive, defendant upon the blended rate of local and national advertisers, roughly \$ 2,500 per digital sign face installed per month.***