



2024 Election Year Advertising Guide

FLORIDA

MEDIA OPPORTUNITIES FOR CAMPAIGNS, BRANDS
& ORGANIZATIONS



Why Billboards?

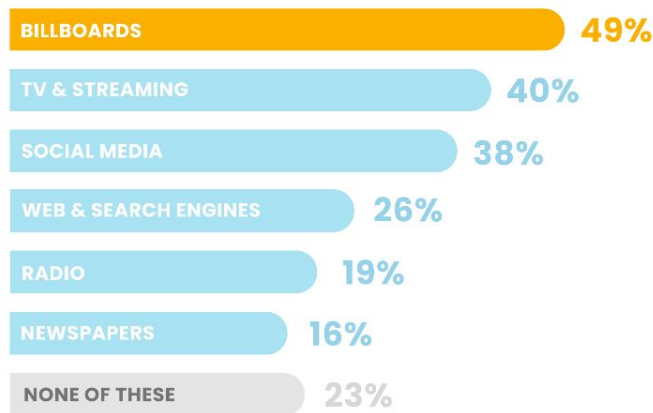
BIDEN HARRIS
JEWISH
SUPPORTERS
BHJSJS

B"H
2020

Billboard advertising is the **#1 platform** to spark audience action

Billboard Advertising reigns supreme in resonating with audiences, not only grabbing their attention but influencing them to take action. **49% of audiences take action** after seeing a billboard ad by using their mobile device, making a purchase, or visiting the advertiser's website or facility.

49% OF AUDIENCES TAKE ACTION AFTER SEEING A BILLBOARD AD



Target Voting Blocs for this Election Year

BILLBOARD ADVERTISING FAVORED HIGHLY AMONGST HISPANICS



80% OF GEN Z FAVORS BILLBOARDS MORE THAN ANY OTHER ADVERTISING PLATFORM

Target Voting Blocs for this Election Year



Impactful messaging that resonates with voters

Our digital billboard boats are effective across multiple industries, including political and local government messaging. We reach audiences at key decision making periods, from the beaches to the local town halls.

56% of voters who see a political billboard ad feel the information is truthful and accurate.

53% of voters see political billboard ads as informative.



68%
of voters have seen a
political billboard ad.

49%
of voters say that political
billboard ads are influential.

58%

of voters who saw a
Get Out The Vote (GOTV) ad say it
made them more likely to vote.

**F*%# EACH OTHER,
NOT AMERICA.**

VOTE AND BE A #VILF

okc

Private Dock
NO TRESPASSING
• No Drunken
• No Driving
• No Fishing



Our Waterway Media



A fleet of eye-catching advertising platforms making an impact across the state



Miami

2 Digital Boats

Downtown Miami
& Miami Beach



North Miami

1 Digital Boat

Aventura, Sunny Isles
Bal Harbour & more



Fort Lauderdale

5 Digital Water Taxi Tops

Downtown Fort Lauderdale
& Fort Lauderdale Beach



Tampa

2 Digital Boats

St. Pete Beach, Madeira
& Clearwater

Cast your campaign across Florida

Spread your message across the battleground state's busiest cities, hitting prime targets and demographics for the political season.

3.1M registered voters across South Florida's major counties of Miami-Dade, Broward, and Pinellas

AVAILABLE LOCATIONS:

- 📍 MIAMI, FL
- 📍 NORTH MIAMI, FL
- 📍 FORT LAUDERDALE, FL
- 📍 TAMPA BAY BEACHES, FL



Downtown Miami Coverage

AVAILABLE FORMATS: Digital Boats

HOURS OF OPERATION: 9AM – 7PM Daily

IMPRESSIONS PER 4 WEEKS: 35,896,270

DEMOGRAPHICS:

26%

of population is
Hispanic

54.5%

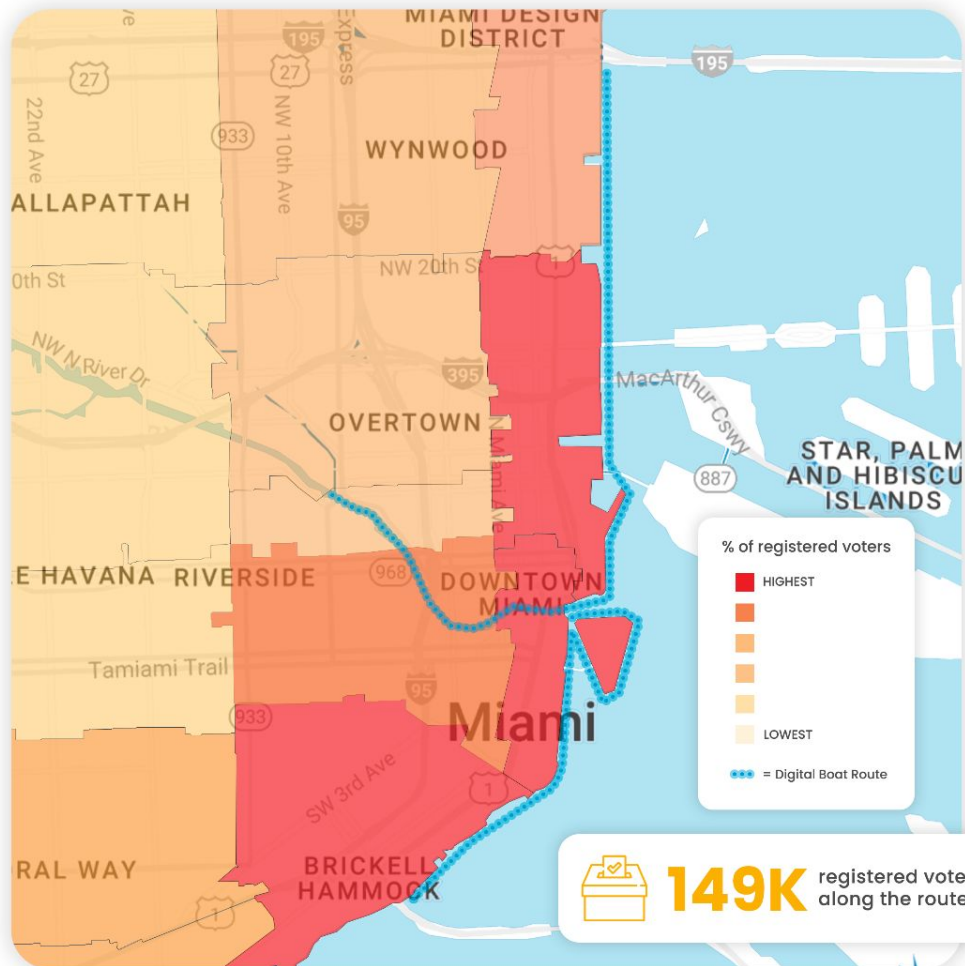
of population are
registered voters

34.7%

of population ages
18-44 years old

17.7%

of population ages
65+ years old



📍 MIAMI, FL

Miami Beach Coverage

Miami Beach, home to some of the most affluent residents in the county, is a long stretch of waterfront homes, apartments, beaches, and luxury hotels and resorts. Seeing 26 million visitors during the Summer, Miami Beach is prime real estate for reaching your desired audience.

AVAILABLE FORMATS: Digital Boats

HOURS OF OPERATION: 9AM - 7PM Daily

IMPRESSIONS PER 4 WEEKS: 37,634,100

DEMOGRAPHICS:

26%

of population is
Hispanic

53%

of population are
registered voters

34.7%

of population ages
18-44 years old

17.5%

of population ages
65+ years old



📍 NORTH MIAMI, FL

North Miami Coverage

20 miles of beaches at your disposal, target Miami's most affluent neighborhoods like Aventura, Sunny Isles, and more. Hitting audiences while they're laying out at the prestigious beaches, shopping at some of the largest luxury malls, or from their waterfront homes and apartments.

AVAILABLE FORMATS: Digital Boat

HOURS OF OPERATION: 9AM - 7PM Daily

IMPRESSIONS PER 4 WEEKS: 37,634,100

DEMOGRAPHICS:

29.6%

of population is
Hispanic

53.3%

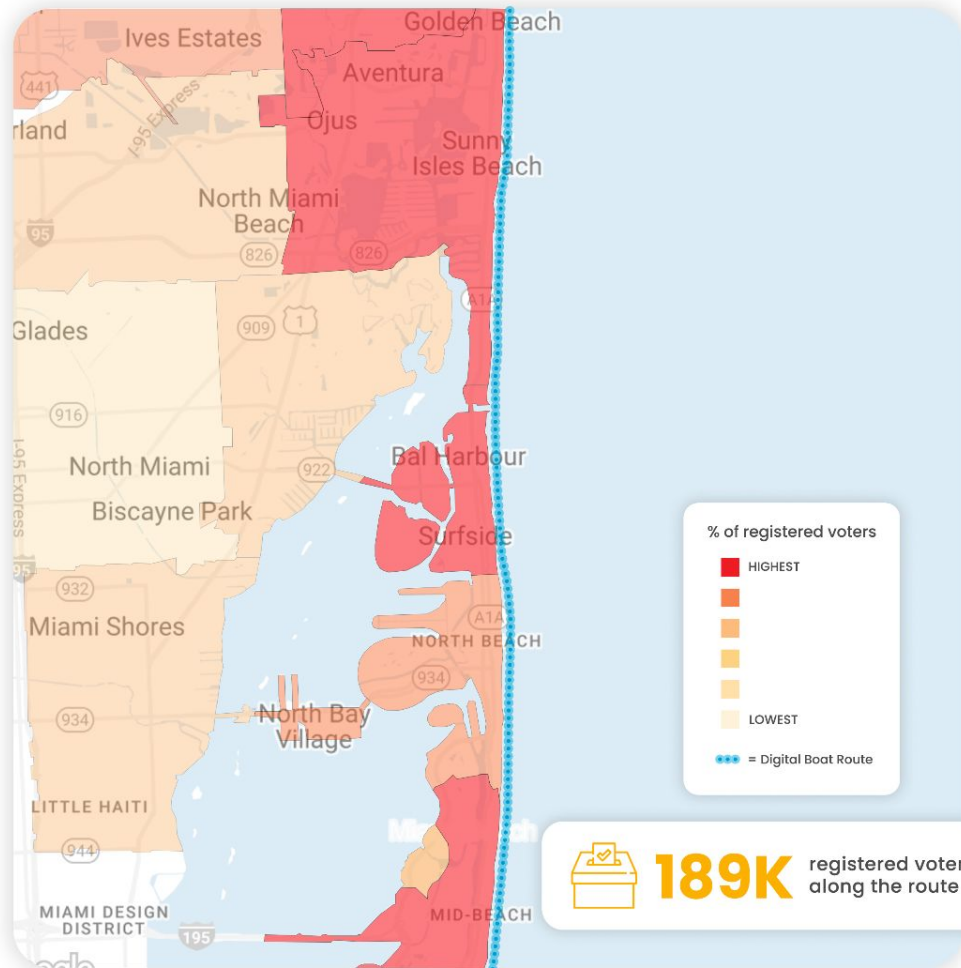
of population are
registered voters

36.1%

of population ages
18-44 years old

16.7%

of population ages
65+ years old



TAMPA, FL

Tampa Beaches Coverage

Reach over 3.8 million locals (DMA) and 28 million annual tourists along Tampa's most popular locations. Our digital billboard boats are the only large-format advertising capable of reaching these beach communities, allowing your message to reach the most sought-after audiences in Tampa.

AVAILABLE FORMATS: Digital Boats

HOURS OF OPERATION: 9AM - 7PM Daily

IMPRESSIONS PER 4 WEEKS: 31,783,700

DEMOGRAPHICS:

4.6%

of population is
Hispanic

56.8%

of population are
registered voters

39.5%

of population ages
18-44 years old

24.1%

of population ages
65+ years old



162K registered voters
along the route

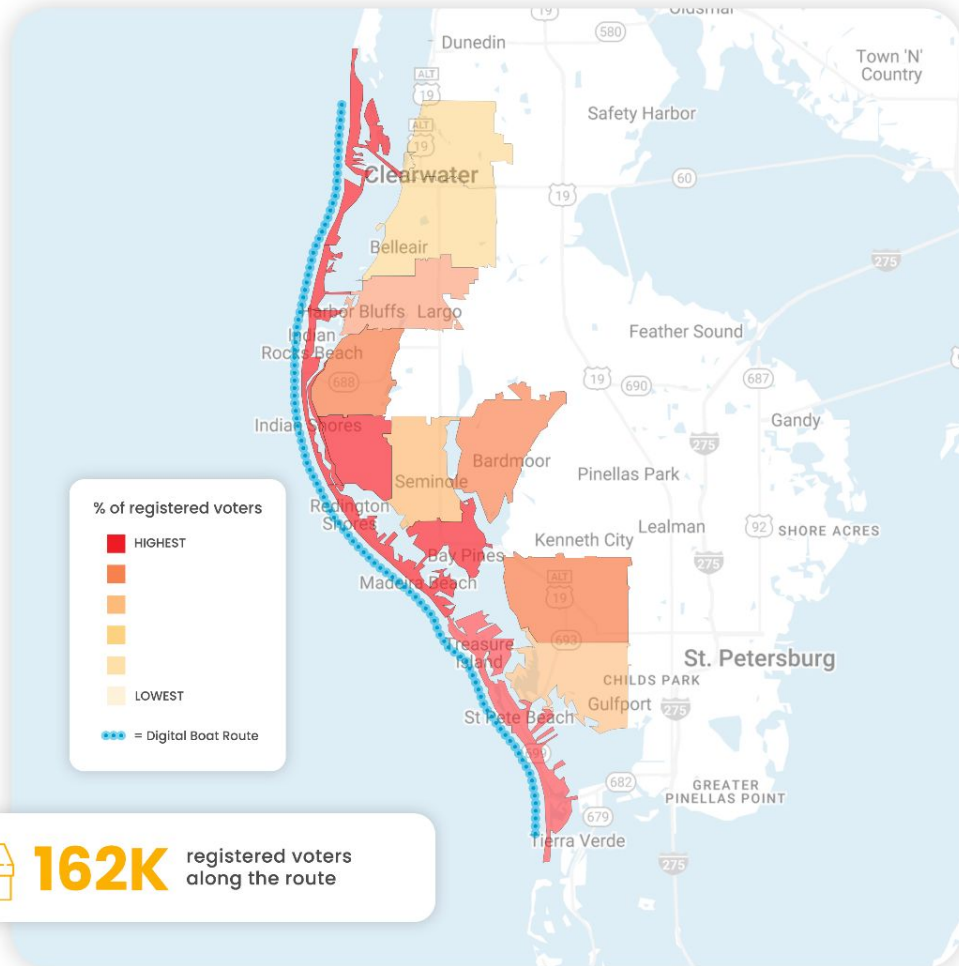
% of registered voters

HIGHEST



LOWEST

*** = Digital Boat Route



📍 FORT LAUDERDALE, FL

Fort Lauderdale Coverage

A first of its kind, our internet connected high resolution smart screens deliver scalable campaigns across the most sought after areas in Downtown Fort Lauderdale. With industry leading bright screens, our 14-foot displays are able to capture commuters and audiences in any environment, day and night.

AVAILABLE FORMATS: Digital Water Taxi Fins

HOURS OF OPERATION: 12 hours, from 10am-10pm, 7 days a week

IMPRESSIONS PER 4 WEEKS: 21,000,000

DEMOGRAPHICS:

15.5%

of population is
Hispanic

54.4%

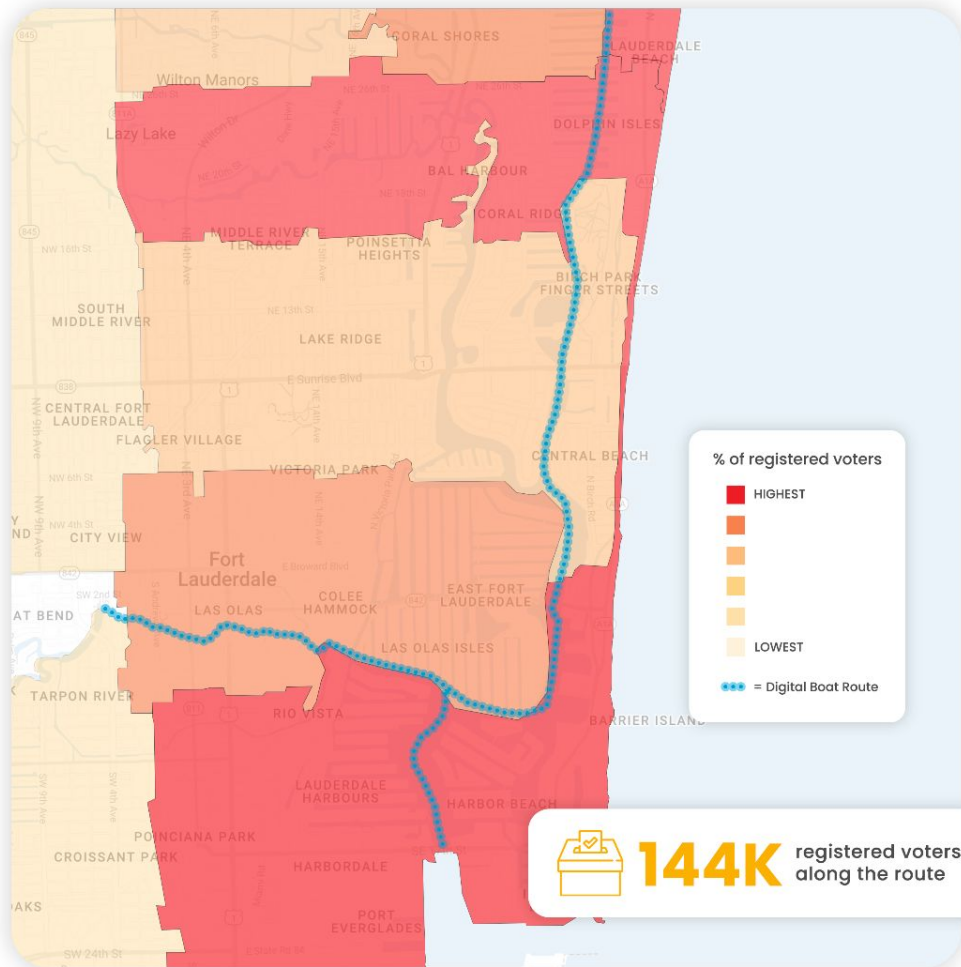
of population are
registered voters

39.5%

of population ages
18-44 years old

16.7%

of population ages
65+ years old



Industry-leading **technology** that translates to better campaigns

Tailor your campaign to fit your audience. Our digital waterway assets are equipped with unique digital capabilities rarely seen amongst other traditional advertising platforms. Change messaging in real time when entering a new county or region of the city with a click, making your campaign smarter and more impactful.

Make real-time election and community updates using built in GPS



Full-motion video for richer messaging



Let's make waves.

For more information please contact:

Andrew Posen
andrew@ballyhooboats.com
101 NE 79th Street
Miami, FL 33138

