

Beth Johnson Advertising LLC



INVENTORY.COM

Out of Home Media
Beth Johnson Advertising
oohinventory.com

Established: 3/2020

CAPABILITY STATEMENT

CORE COMPETENCIES

Beth Johnson Advertising LLC is an advertising agency who specializes in out of home media buying. We have over 10 years experience in the industry and work with over 30 billboard companies in the southern states. We have a huge portfolio of billboards in our inventory and can search for specific areas for our clients to help easily compare billboard companies on one proposal. We shop even the smallest of billboard companies to find the best locations.

PAST & CURRENT PERFORMANCE

- 2022 - Current**
 - MS Hwy Safety Click it or Ticket**
Statewide billboard campaign targeting 25 cities/counties
Campaign Total \$24,850
- 2022 - 2022**
 - Campbell and Company Agency**
4 month billboard campaign for **Air National Guard** targeting 9 cities
Campaign Total \$20,808
- 2022 - 2022**
 - Hattiesburg Clinic**
7 month billboard campaign for Primary Doctors targeting 8 billboards in the Pinebelt area
Campaign Total \$41,453
- 2021 - 2022**
 - Delta State University**
3 month billboard campaign including 10 billboards from the Delta to Jackson
Campaign Total: \$22,860
- 2021- 2021**
 - MS Coalition Against Sexual Assault**
1 month digital billboard statewide campaign on 16 billboard panels
Campaign Total \$12,425
- 2020 - 2021**
 - Jones College**
12 month billboard campaign targeting 5 specific counties
Campaign Total \$27,330

Duns # 118307580

NAISC Codes:

541810 Advertising Agency
541840 Media Representative
541850 Outdoor Advertising

CAGE/ NCAE # 9AAB9



CONTACT



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www.oohinventory.com

CERTIFICATIONS (SELF CERTIFIED)

- EDWOSB-Economically Disadvantaged Woman-Owned Business
- WOSB-Woman- Owned Small Business
- Small Business