

 reusables.com™

SMART MEDIA

Media Kit

Engage Affluent, Sustainability-Focused
Students Across LA Area Universities

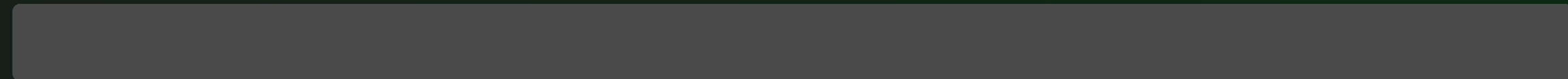




THE AD SPEND PROBLEM

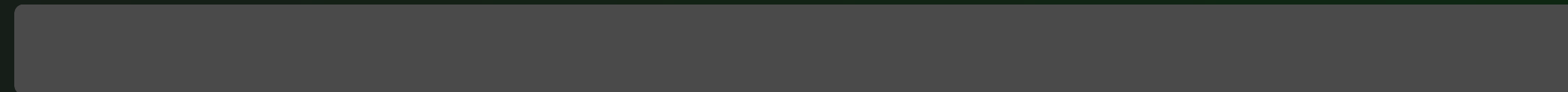
CPM (Cost per 1,000 impressions)

Google Search



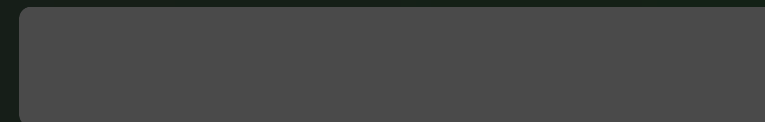
\$40-\$85

LinkedIn



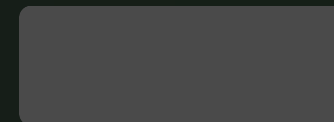
\$30-\$80

Facebook / Instagram



\$10-\$30

Billboard



\$5-\$15

Smart Media (Reusables)



\$3.91

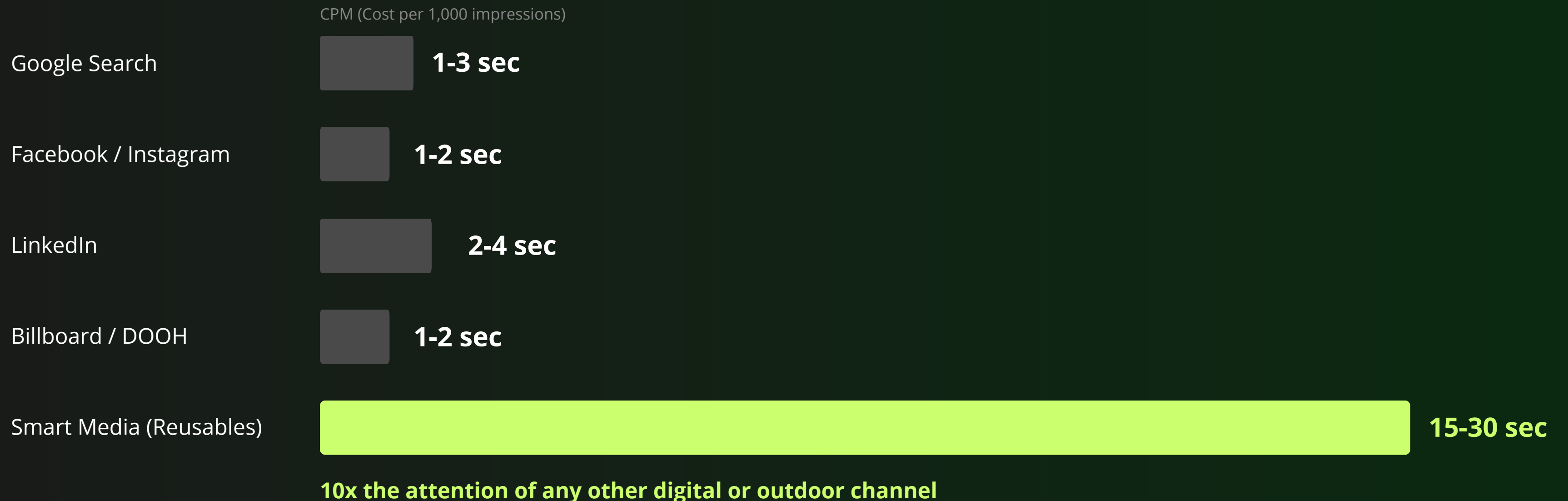
Let's compare every major ad channel the same way: cost per 1,000 people who actually see your brand.

Smart Media delivers **14x better value** than Google Search and **4x better** than traditional billboards.



THE ATTENTION PROBLEM

How long do viewers actually look at your brand?



WHY SMART MEDIA WINS



Five reasons the smartest brands in your market are signing up now.

1 **High-Traffic, Captive Zones**

Placed in high-footfall locations like university cafeterias, libraries, and student unions where audiences can't skip or scroll past.

2 **15-30 Seconds of Attention**

Every impression is a physical interaction. Students hold your brand for 15-30 seconds - 10x longer than any digital ad.

3 **Sustainability Halo**

Your brand is directly associated with reducing single-use waste, creating an authentic sustainability story audiences trust.

4 **Fixed Monthly Pricing**

No auctions, no bid wars, no surprise cost spikes. Lock in your rate and keep it - simple, predictable budgeting.

5 **Zero Management Overhead**

We handle production, installation, and reporting. Once live, there's zero work on your end - fully managed media.

AUDIENCE PROFILE



78%

DEMOGRAPHICS & INCOME

78% of students report disposable income over \$500/month. Predominantly ages 18–26, with strong brand loyalty and high receptivity to values-aligned advertising.

92%

SUSTAINABILITY ENGAGEMENT

92% identify environmental responsibility as a top personal priority. Actively participate in campus eco-initiatives and prefer brands that reflect sustainable values.

Our audience consists of affluent, sustainability-driven university students across LA — a highly engaged demographic with strong purchasing power and eco-conscious values actively shaping consumer trends.



Strategically placed on campuses across LA to reach engaged, eco-conscious students at the moment of sustainable action.

- UCLA
- UC Riverside
- Pomona College
- Occidental College

LA AREA COVERAGE MAP



HOW IT WORKS

Follow these four simple steps to launch your Smart Media campaign at reusable container return stations across LA area universities.



Step 1: Request Advertising

Advertisers submit a request to place ads on Smart Media reusable container return stations.



Step 2: Select Universities

Choose your desired university campus or specific LA area location for campaign placement.



Step 3: Submit Your Ad

Receive a 15-second ad spot within a 2-minute loop displayed continuously on each screen.



Step 4: Captive Audience

Screens at return stations guarantee viewer attention during the container return moment.



SIMPLE SET UP

Suit your schedule and your
media with 1 click uploads



Inventory management and internal
campus massaging across the network



TECHNICAL SPECS

- ▶ **Display Size** 32in
- ▶ **Resolution** 1080p
- ▶ **Ad zone** 80%
- ▶ **Connectivity** WiFi + LTE
- ▶ **Loop / Slot** 2m / 15s

Each Smart Media screen is a 32-inch, 1080p display connected via WiFi + LTE for reliable, always-on performance. Ads occupy 80% of the screen area, ensuring maximum visibility. Content runs in a 2-minute loop with each advertiser receiving a dedicated 15-second slot per cycle.





UNIVERSITY CAMPAIGN OPPORTUNITIES

Individual University Profiles & Campaign Insights



Strategically placed screens at return stations across LA-area universities



Detailed campus data, audience metrics, and engagement insights for each location



UCLA PROFILE

University of California, Los Angeles — one of the most prestigious research universities in the nation. With over 46,000 enrolled students and a strong culture of sustainability, UCLA represents a premier Smart Media placement opportunity in the heart of the LA area.



46,000+ enrolled students | Median household income: \$150K+ | 78% identify sustainability as a top personal value | Highly active in campus eco-initiatives and reusable container programs.



10,000+ container returns per month | 350,000 footfall traffic | 12-18 sec avg. dwell time

10k

Returns Monthly

9

No. of Screens

\$10

CPM



UC RIVERSIDE PROFILE

University of California, Riverside — a leading public research university in the Inland Empire. With 27,633 enrolled students (Fall 2025 record), a Climate Action & Adaptation Plan, and one of the most diverse student bodies in the UC system, UCR represents a high-value Smart Media placement reaching eco-conscious students.



27,633 enrolled students (Fall 2025) | 50% first-generation | 46% Pell Grant recipients | Riverside median household income: \$88,404 | Published Climate Action & Adaptation Plan | Ranked among top public universities for sustainability.



250,000+ monthly campus footfall | 2,000+ container reuses per month

2k

Returns last month

3

No. of Screens

\$8

CPM



POMONA COLLEGE PROFILE

Pomona College — an elite liberal arts college in Claremont and member of the 5-College Claremont Consortium. With ~1,750 students, a median family income of \$166,500, and over 50% domestic students of color, Pomona offers Smart Media access to an affluent, diverse, sustainability-aligned audience.



~1,750 enrolled students | Median family income: \$166,500 | Meets 100% of demonstrated financial need | LEED-certified buildings and sustainability commitments.



Part of 5-College Claremont Consortium | Class of 2026: | Academically elite, socially conscious student body | Strong alignment with reusable container and environmental initiatives.

8k

Returns Monthly

5

No. of Screens

\$12

CPM



OCCIDENTAL COLLEGE PROFILE

Occidental College — a prestigious liberal arts institution on a 120-acre campus in Los Angeles, just eight miles from downtown. With ~1,900 students and a strong social-justice culture, Oxy offers Smart Media high message saturation and repeated exposure among an academically strong, socially conscious audience in a prime LA market.

Occidental COLLEGE



~1,900 enrolled students | 120-acre LA campus | Diverse student body across ethnicity and socioeconomic background



8 miles from downtown LA | Strong social-justice and sustainability culture | Small campus = high message saturation | Interdisciplinary, community-oriented student body | Ideal for repeated return-moment exposure.

Just
Launched

4
No. of Screens

\$14
CPM



WHAT SETS SMART MEDIA APART



▶ Return Moment Impact

Students are fully engaged during the container return moment — creating a captive, distraction-free audience guaranteed to see your message.

▶ Sustainability Alignment

Our platform is embedded in an eco-friendly behavior, ensuring your brand resonates authentically with sustainability-focused students and institutions.

▶ University Targeting

Precision campus placement lets advertisers choose the universities best aligned with their brand, message, and target demographic.



PARTNER WITH REUSABLES

REACH LA'S STUDENTS

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