

A National Experiential Media Network

1.25B Annual Live, In-Person Impressions Across 66 Exclusive U.S. Markets



BAMbord™ | Baldwin Access Media

Media Reach Is Increasing. Attention Is Not.



Digital impressions are abundant but low-low-attention



Rising CPMs across channels



Cookie deprecation reducing targeting precision



Consumers ignore interruptive formats

The Missing Layer in the Media Mix

No scalable, measurable national solution for high-attention, in-person environments.



A Scalable Network of High-Attention Environments



Digital screens at recurring events.



High-dwell environments



Standardized inventory

BAM is a network, not an activation.

Structured, Repeatable Media Inventory



Recurring events
events



Predictable audience flow



Multiple
exposures



Centralized delivery



National Scale, Structured for Media Buyers



66

Exclusive Markets

21,500

Annual Events

1.25B

Annual Impressions

40,000

Impressions Per Event
(Modeled)

Impressions modeled using standardized methodology

High-Value, High-Attention Audiences



Leisure
mindset



Community
engagement



Multi-minute
dwell



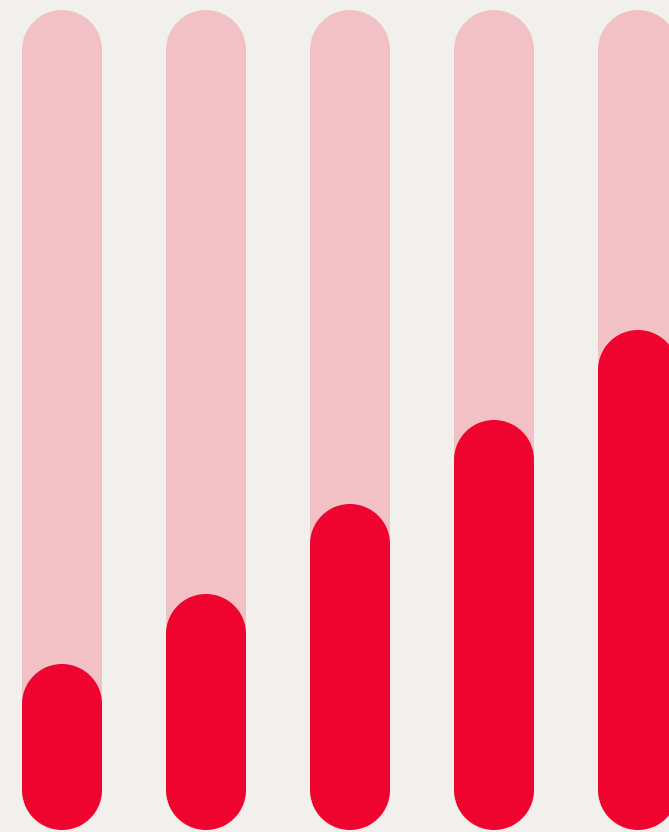
Repeat
exposure



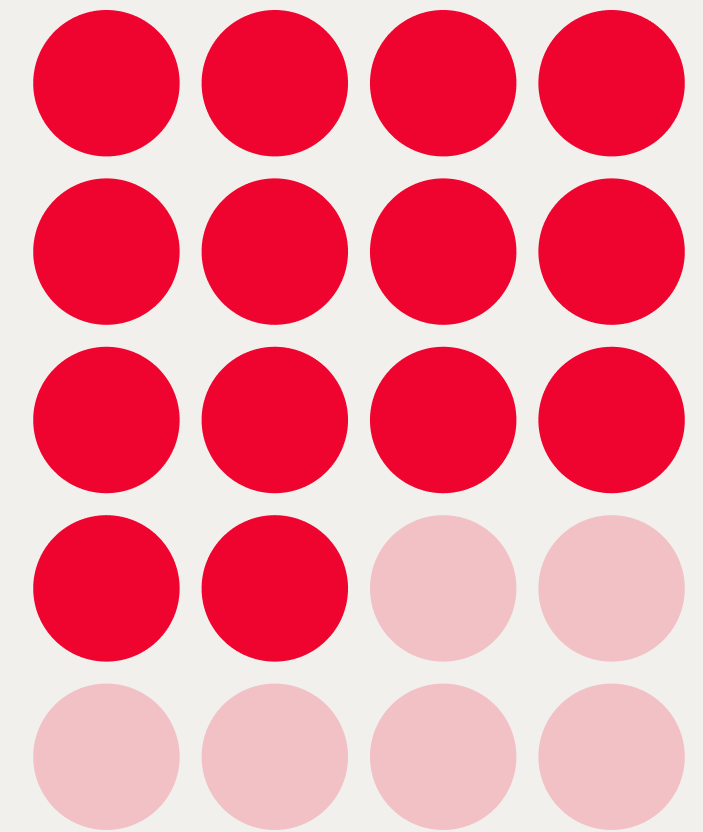
Attention That Digital Can't Replicate



34-second dwell interaction



50%+ pause rate

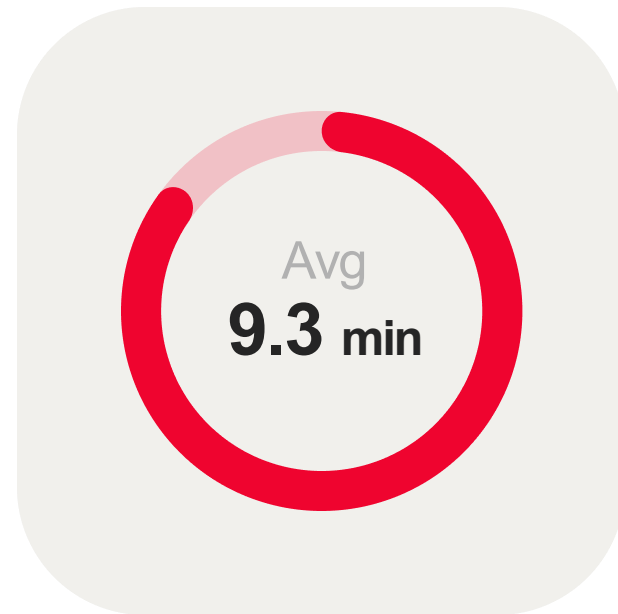


Multi-exposure visits

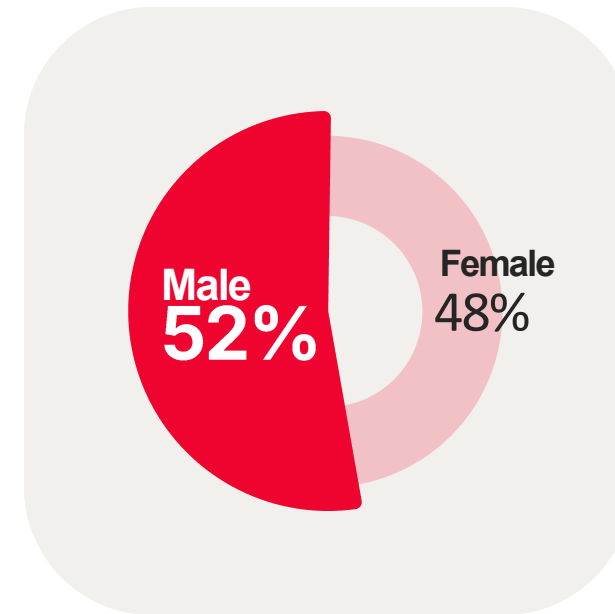
Real-World Media with Digital Accountability



Impression tracking



Dwell measurement



Demographics



QR engagement

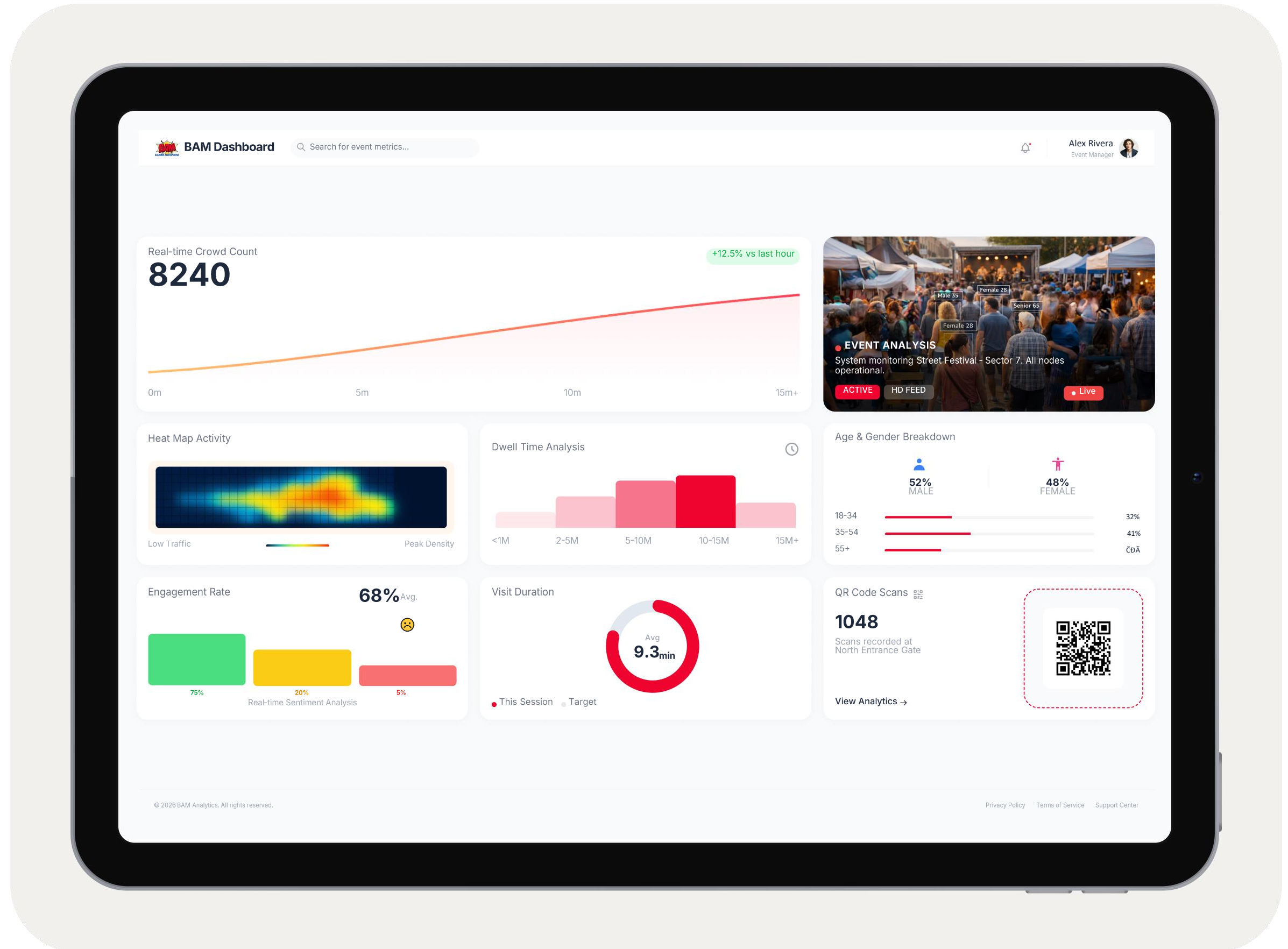


Crowd analytics

BAM Dashboard

Insights & Analytics

Monitor real-time crowd activity with a unified view of audience behavior. Track live crowd counts, visualize heatmaps, measure engagement and dwell time, analyze visit duration, and monitor QR interactions — all alongside detailed age and gender breakdowns for smarter, data-driven decisions.



Turning live audience data into measurable brand performance.

Efficient CPM in a High-Attention Environment



01 BAM CPM: \$12–\$18

02 High dwell and repeat exposure exposure

03 Non-skippable placements placements

04 AI Driven Measurable Engagement Engagement

CPM varies by market and deployment scale

Contextual Targeting at Scale



Event type
targeting



Time-based
delivery



Geographic
targeting

Demographic
alignment



Built for Visibility and Recall



Integrated into environment



Repeated exposure

High visibility placement



Non-skippable
skippable

Built on High-Frequency Local Events. Validated by Marquee Environments.

Core Network

- Farmers markets
- Art festivals and street fairs
- Local music festivals and live event series
- Chamber of Commerce and community events
- Recurring local gatherings
- ~300+ events per market annually

MIAMI
GRAND PRIX
2025

USTA



These events form the high-frequency, compounding impression engine of BAM.

Example Event Performance



8,900

Attendees



4,800

Engaged viewers



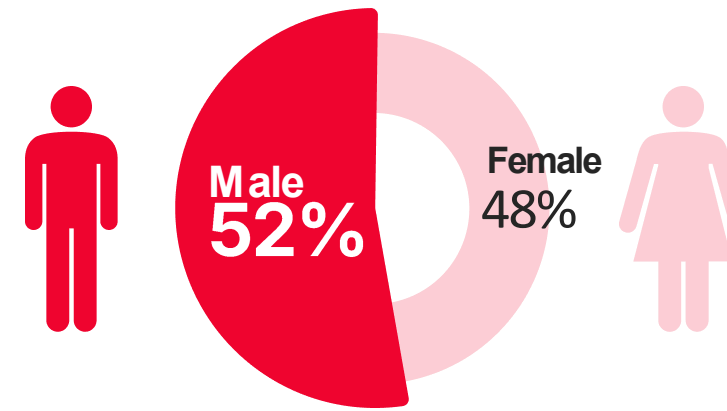
34s

Dwell time

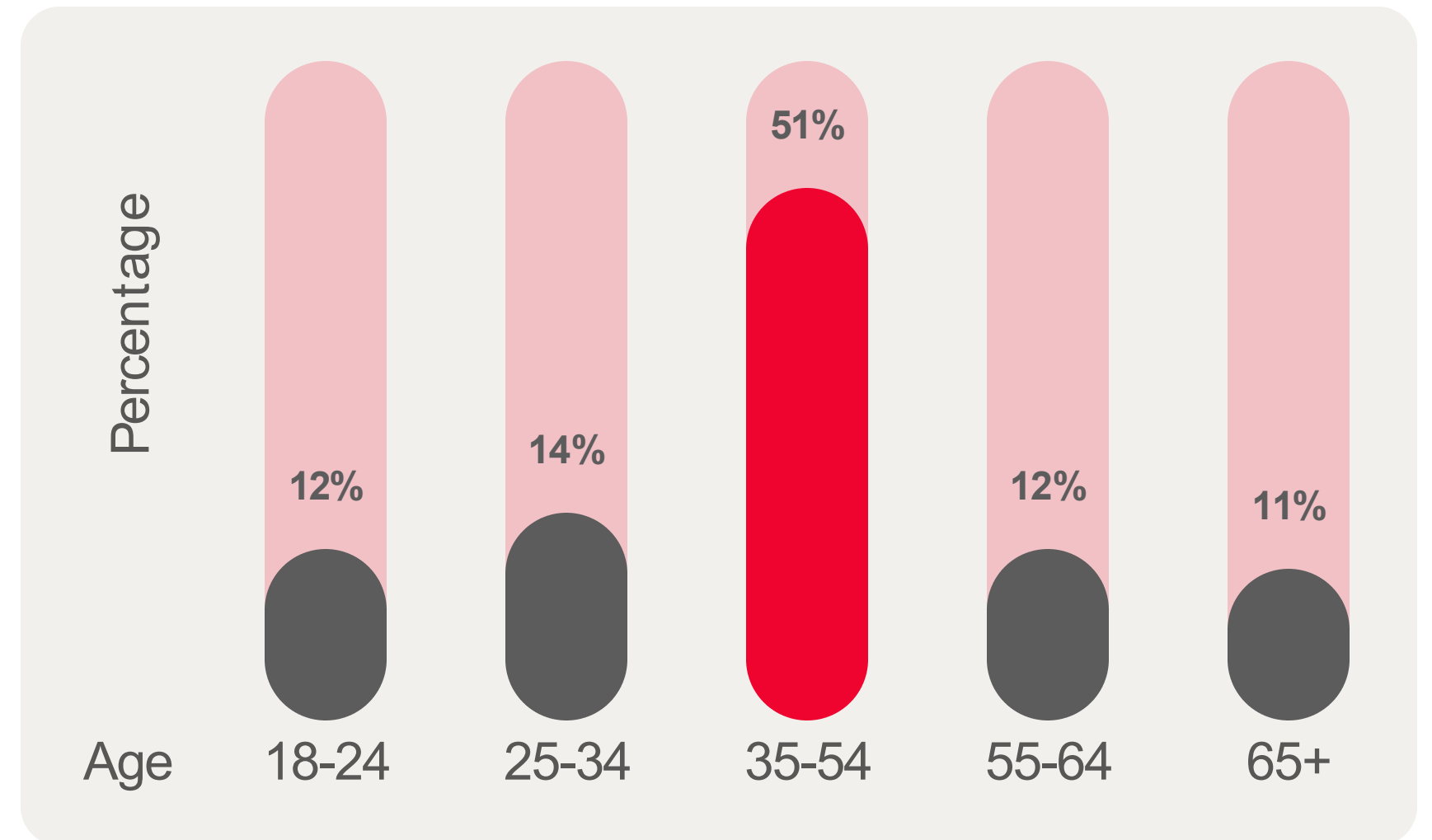


1,059

QR scans



4,628 Male
4,272 Female



Buying Model - \$12 CPM

6 markets

\$1M annually

Proof of performance

66 markets

\$11M annually

Category exclusivity

Why BAM



High-attention impressions



Measurable engagement



National scalability



Premium environments



Exclusive inventory



Category Exclusivity

One brand partner per category across the BAM network



Standardized Impression Methodology

Formula

Impressions = Attendance × Pass Rate
Rate × View Rate × Frequency

21,500 events annually
= 850M impressions

Example

10,000 attendees
S

8,000
pass

5,600
viewers

~7
exposures

= 40,000 impressions per event

Dwell time modeled at 30+ minutes (conservative baseline; actual often exceeds 60–90 minutes)

A New Layer in the Media Mix

BAM delivers scalable, measurable, high-attention impressions in real-world environments.

Expansion roadmap

Targeting 300–1,000 markets as the network scales

01

66 market national footprint

02

High-frequency recurring inventory

03

Measurable engagement

04

Premium environments

Built for modern media plans. Designed for real-world impact.

Let's Build Your Presence in the Real World

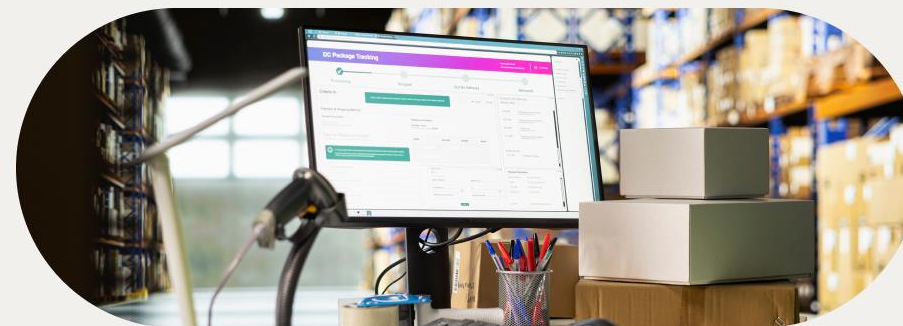
Step 1

Launch a Florida pilot



Step 2

Secure national inventory



Step 3

Schedule a media planning session



Thank you!

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