

OAKLAND FREE BILLBOARD ADVERTISING PROGRAM

BECKER BOARDS IMPACT REPORT

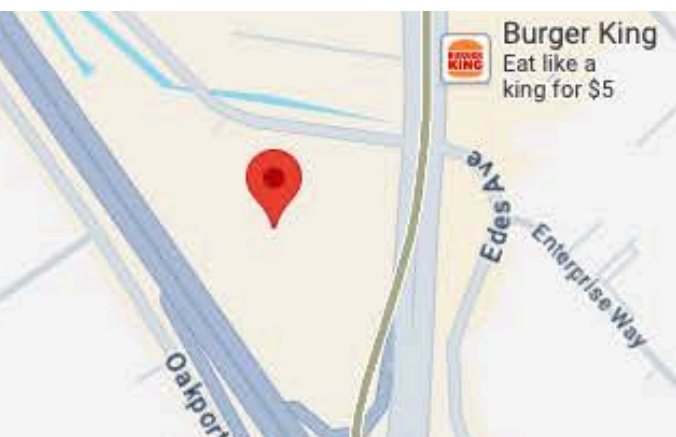
COMMUNITY UPDATE TO THE CITY COUNCIL

JUNE 10, 2025

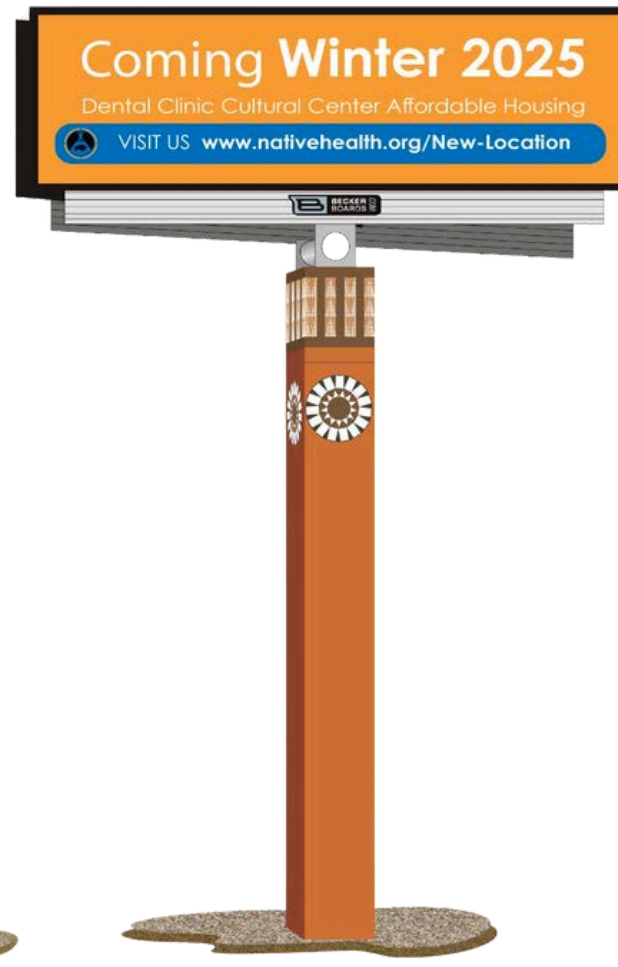
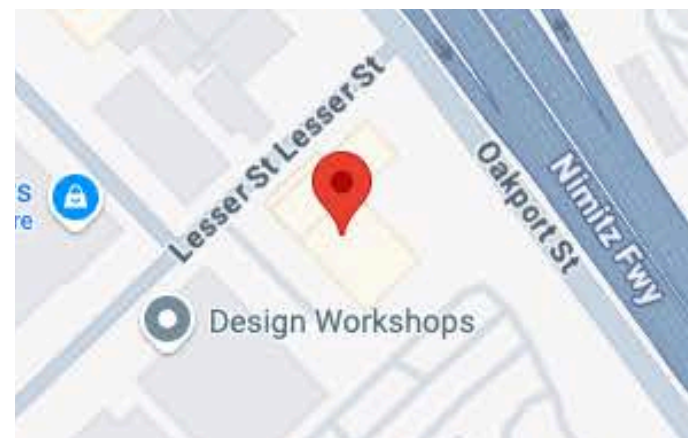
BECKER BOARDS 5 OAKLAND SIGNS



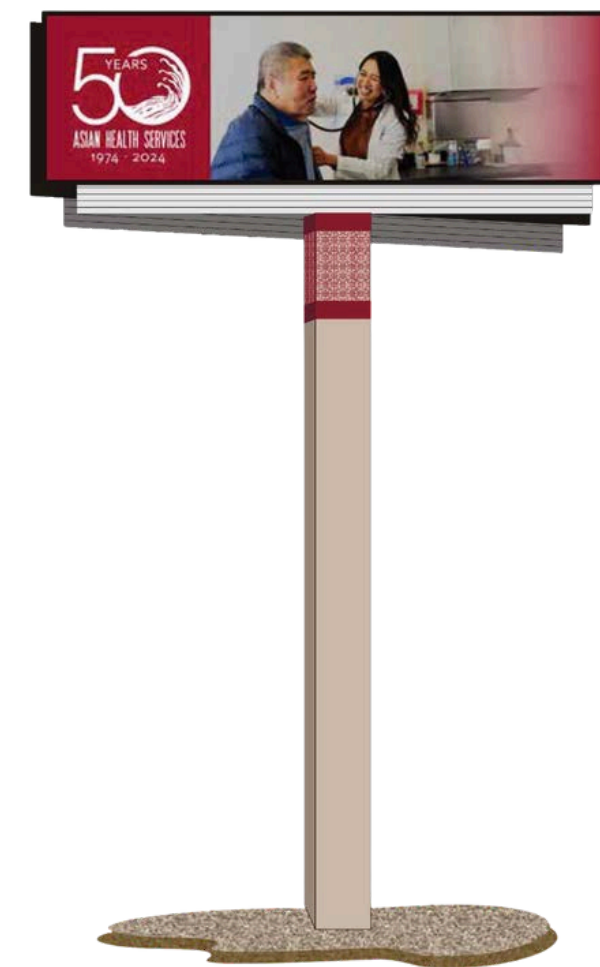
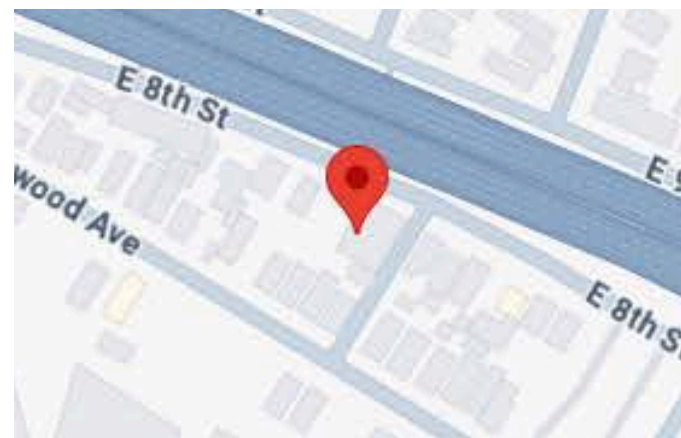
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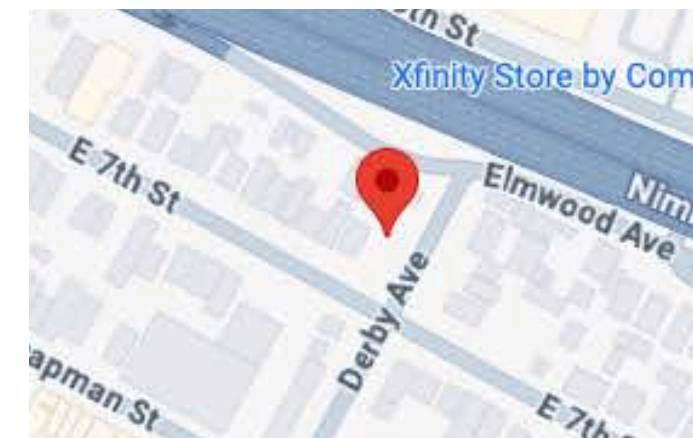
4701 Oakport



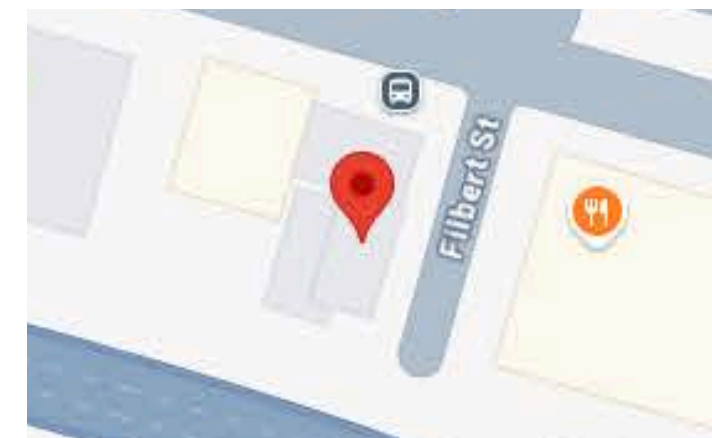
3401 E 8th Street



2982 E. 7th Street



1005 7th Street



BY THE NUMBERS

5-month review - The program launched January 1, 2025; this data is through the end of May 2025.

Over 20 community-based organizations and small businesses have put up **88 free ads**.

\$340,000+ in value to the ten official partner orgs and their Oakland-based members.

Over 100 Million impressions have been delivered to increase brand awareness, bring in customers, etc.

*Community Update to the City Council on
Becker Boards Oakland Free Ad Program*

BY THE NUMBERS

5-month review – The program launched January 1, 2025; this data is through the end of May 2025.

Fall 2024: 1-1 meetings with each community partner

December 1, 2024: Soft launch with all community partners

January 1, 2025: Program launches across all five Becker Boards signs (ten faces)

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BY THE NUMBERS

Over 20 community-based organizations and small businesses have put up 88 free ads.

10 official ad partners: All five chambers plus The Unity Council, Black Cultural Zone, Visit Oakland, the City, and the Oakland Community Message Collective (OCMC)

Each partner advertises for itself, its members, and other local organizations and events (e.g. First Fridays, etc.)

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BY THE NUMBERS

\$340,000+ in value to the ten official partner orgs and their Oakland-based members.

Even non-profit rates for one slot (four weeks on one face) can run more than \$2,500 from other operators.

Becker Boards provides all organizations 100% free advertising one slot each rotating across all faces.

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BY THE NUMBERS

Over 100 Million impressions have been delivered to increase brand awareness, bring in customers, etc.

Billboards are great for events, campaigns to drive turnout, and general branding.

These impressions are extremely valuable for local non-profits and small businesses that would not otherwise be able to afford to reach the millions of people using Oakland's freeways.

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BY THE STORIES

“Becker’s program helped save a business that would have otherwise closed.”

– Cathy Adams, CEO, Oakland African American Chamber of Commerce

“Becker’s free billboard advertising helped us at a critical time.”

– Seth Steward, Executive Director, The Crucible

“Thank you for your positive messaging. It helped save my child’s life.”

– Local mother at a community event where Becker was volunteering

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BY THE VIEWS



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THANK YOU!



LET'S BUILD ON THIS SUCCESS TOGETHER!

