



Program For Media

- ▶ **New Subscribers**
- ▶ **Advertising Sales**
- ▶ **A NEW Sales Channel**

Advance the Purpose of Your Media Brand & Market Position
in a High Margin Turn-key 4-color Mobile Advertising Program



Tablet Display

Provided to advertisers
to collect customer
cell numbers.

Advertisers communicate
to thousands of
customers 52
times a year.



Logo App on Consumer's Phone



To try it, text **MEDIA** to **223344**

Media MMS Text 4-Color Advertising

- ▶ **IMAG** (Instant Mobile Advertising Group) has designed a program that combines the best of media and the instant and mobile delivery of advertisers information to consumers.
- ▶ This equates to results, sells to advertisers and transforms traditional print sales into a 24/7 mobile initiative all within a high ROI, low maintenance, turn-key and tested program.

**Attract Thousands
of New Customers!**

What We Provide

- ▶ Exclusive Software
- ▶ Production of Weekly Broadcasts via MMS
- ▶ Full Color Graphics Text Messages
- ▶ 8 Panels per Broadcast, up to 4 Ads per Panel
- ▶ 32 Ad Positions Possible per Broadcast
- ▶ Unlimited Broadcasts
- ▶ A Program that Grows Subscribers & Sales
- ▶ Software Set-up
- ▶ Training for Sales Force
- ▶ Sales Collateral or Design
- ▶ Product Administration and Management Tools

Audience

- ▶ **Media circulation is driven by content.**
- ▶ **Advertising is sold based on subscribers & circulation.**
- ▶ **In *IMAG* advertising content drives the audience.**
- ▶ **Promotion of the *IMAG* program establishes subscribers.**
- ▶ **Media and advertising clients combine to promote and grow circulation of the 4-color *IMAG* Text channel;**
 - Media advertises the *IMAG* program to their audience using print, broadcast, web and any existing promotional space to promote subscribers. "**Text [your keyword] to 223344**" in print, broadcast and online advertising.

NOW! Text "MEDIA" to 223344

*to Receive Specials
from Area Businesses!*

- Advertisers use coupon incentives and customer contacts (including mail, in store, hand out cards and more) with the *IMAG* tablet or customer smart phones to grow circulation. This is done by consumers "opting in" to receive *IMAG* content & advertisements.

Add Types

- Great coupons & offers will encourage opt-ins from consumer.
- Attempt to get offers that are exclusive to mobile. Running the same offer that is on print or social media on mobile will discourage opt-ins.
- **Sharing:** Subscribers to *IMAG* refer friends and neighbors directly or via **Facebook & Twitter**. This feature multiplies overall circulation (and advertiser results) at a very rapid and effective pace. It is estimated that 35% of initial subscribers refer other subscribers. Of those referred friends continue to share by referring more subscribers. Multiple referrals can yield multiple rewards.

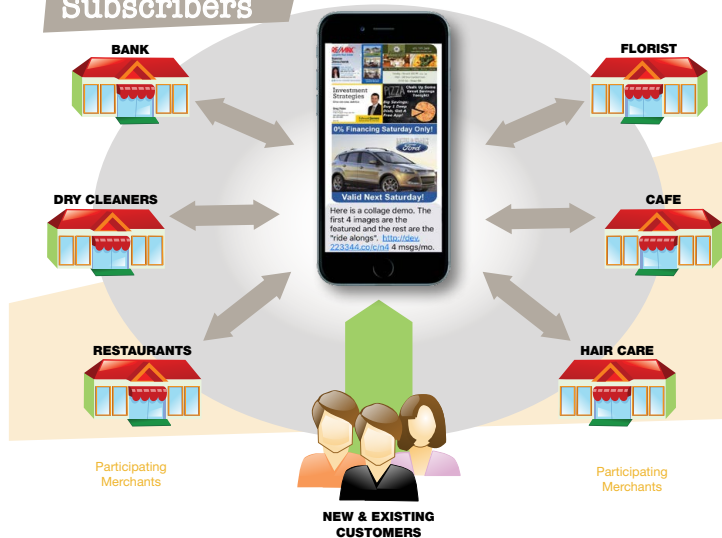
**Instant Mobile Advertising is
sold on this expanding subscriber base.**

Business / Advertiser Candidates

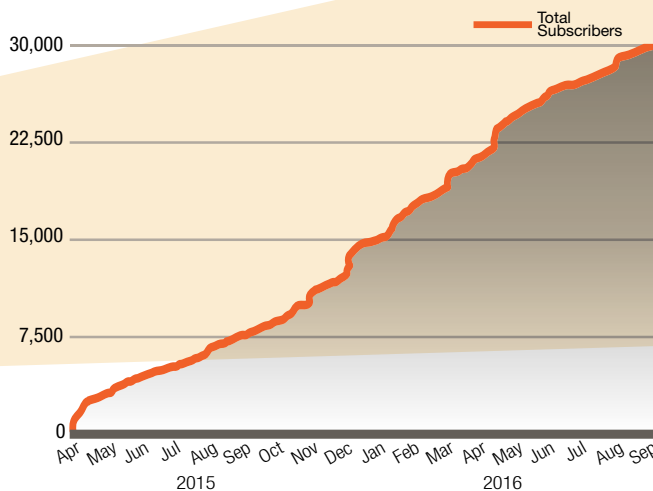
- All businesses in your region, including existing and new clients are potential advertisers for Instant Mobile Advertising.
- Prospects that have declined in the past...

SAY YES to *IMAG*!

Subscribers



Mobile Stats



Sales Forecast

**Generate over 1.5 million
in revenue on sales of
40 ads per week.**

Circulation	SALES	Costs	Broadcasts	Ad Spaces
1,000	\$89,400	\$27,010	2 per week	40
2,000	\$178,800	\$54,080	2 per week	40
4,000	\$357,600	\$108,160	2 per week	40
10,000	\$894,000	\$270,400	2 per week	40
20,000	\$1,788,000	\$540,800	2 per week	40

Grow Sales & Your Audience Starting Today!

**Contact Us
For Exclusive
Sponsorships**

C. Ren Kenney 425-200-0474

ren@ima.group

