InstantMobile
ADVERTISING GROUP

Guide to Mobile Advertising Sales

Audience

Media Audience is driven by content.

- **Advertising is sold based on subscribers, circulation, listeners and viewers**

- **In IMAG** (Instant Mobile Advertising), **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 existing promotional space to grow subscriptions. *"Text [your keyword] to 223344"* in print, broadcast and online advertising including all social media.

  - 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.

NOW! *Text "KEYWORD" to 223344 to Receive Offers & Announcements from Local businesses right on your phone!*

- It is suggested the initial message include incentives that the consumer redeems. It can also include a sharing reward. A sharing incentive is a reward that the subscriber receives when friends opt into the program. Subscribers can be rewarded for referring other subscribers.

  Multiple referrals can yield multiple rewards.

- **Ad Types**

  - Great coupons & offers will encourage opt-ins from consumer.

  - Exclusive mobile offers are optiumum.

  - Sharing: Subscribers to IMAG refer friends and neighbors directly or via *Facebook & Twitter*. This feature multiplies circulation (and advertiser results) at a very rapid and effective pace. It is estmated that 35% of initial subscribers refer other subscribers.

  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 Instant Mobile Advertising.

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View of phone for a typical deal that can be purchased.
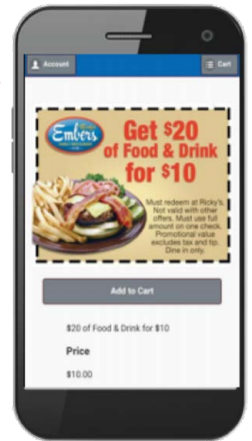
View of phone after link is pressed so coupons and deals can be used.

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Results Reports & Follow-Up

IMAG supplies unparalleled results and results tracking through regular reports.
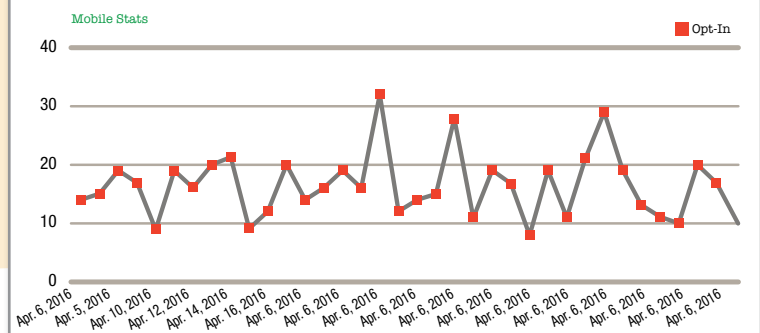
Circulation

Total Subscribers
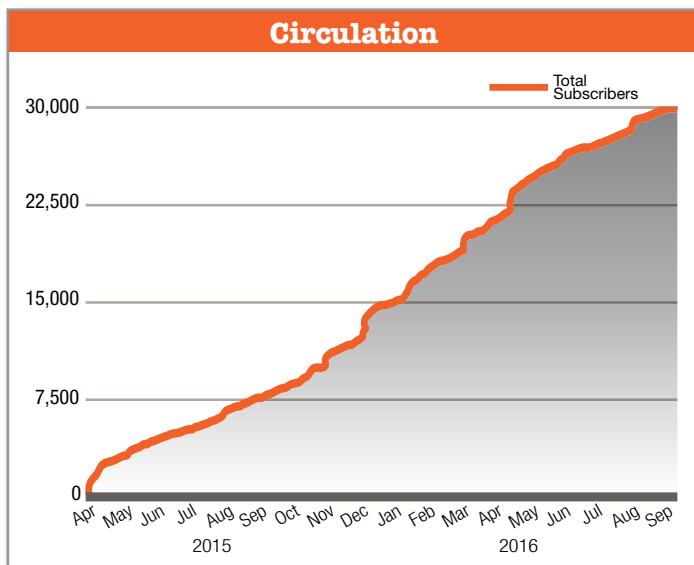
The circulation builds as people share, more coupons are added, and other business participate.

Redemption % of Coupons
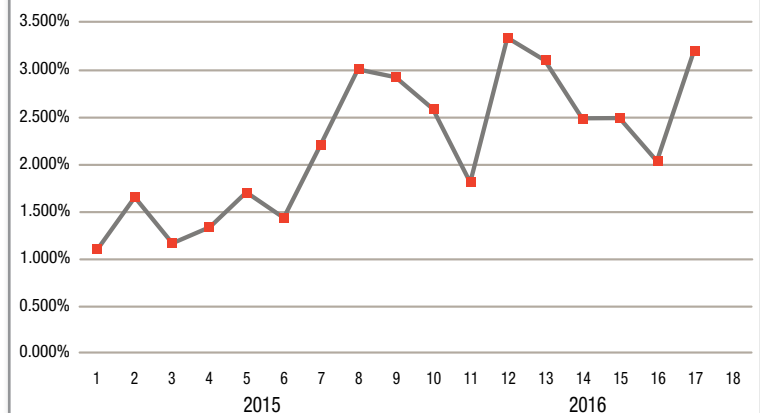
Redemption varies from 18%-50% for persons that opt-in. With broadcast redemption is 2%- 4% of the the entire circulation.

Opt-Ins Per Day

Mobile Stats

Opt-In

The daily opt-ins can be tracked from other media and from sharing from within the database.

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Production and Scheduling

- **Ad Sizes**
  - Full Page
  - Quarter Page
  - Classified Only
  - 600x450px is recommended
  - No minimum dpi
  - Increase 1/4 page font size for viewing

- **From Clients:**
  - Business Name, Address, Phone Number and Website.
  - Category (List to be provided)
  - The business logo: A high resolution PNG file is preferred but the Media Graphic Design Team may have different requirements.
  - Broadcast availability range as well as expiration date of the offer.
  - IMAG can send 8 panels per broadcast. Each panel is either 1 full page or 4 greater page

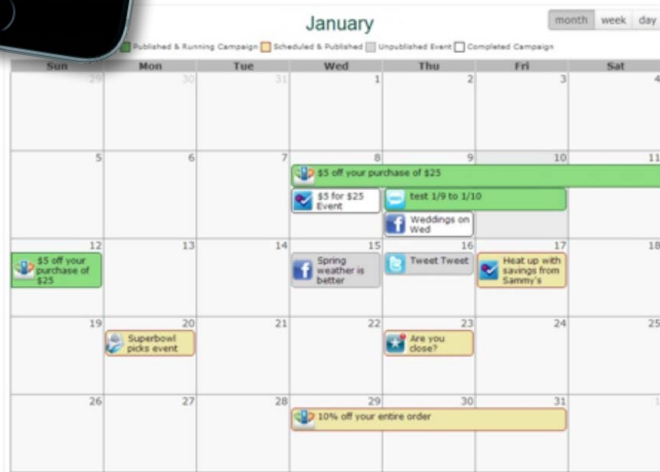- **Advertising production, scheduling and billing will be processed with your newspaper.**

Quarter Page Example

Full Page Example

Classified – Not in the MMS Portion

Example Schedule

Rates

- **Ad Size, Frequency, Circulation and market rates combine to establish IMAG cost effective Cost Per Thousand (CPM).**

- **Advertising rates match circulation; For contract advertisers, initial rates are free or discounted. Rates increase as circulation and results increase.**

- **This enables clients to advertise and build results on a budget.**

- **Advertising rates are space only, production charges are additional.**

Suggested Advertising Rates

Full Page: $75 CPM Rate @ 52x

Frequency	1 Time	12 Times	26 Times	52 Times
Subscribers				
0	Free	Free	Free	Free
1,000	$200	$125	$100	$75
2,000	$400	$250	$200	$150
4,000	$800	$500	$400	$300
10,000	$2,000	$1,250	$1,000	$750
20,000	$4,000	$2,500	$2,000	$1,500

Quarter Page: $35 CPM Rate @ 52x

Frequency	1 Time	12 Times	26 Times	52 Times
Subscribers				
0	Free	Free	Free	Free
1,000	$95	$65	$50	$35
2,000	$190	$130	$100	$70
4,000	$380	$260	$200	$140
10,000	$950	$650	$400	$350
20,000	$1,900	$1,300	$800	$700

Text/Classified: 25% of the Full Page rate

Production & Technical Support

Tech support line and email is available at:
support@oneloyaltynetwork.com

Frequently Asked Questions

Q When are circulation reports available?

A *Reports are available in real time in the admin portal. From the Campaign Manger view, Click Reports on the left side under Actions.*

Q How are rate changes communicated?

A *That is the responsibility of the media company to communicate any rate changes to customers.*

Q Is there a cap on rates we charge?

A *The market will only accept what it can afford. If the list becomes to large to sell on a straight CPM basis, use the tools with the Admin Portal to send to subsets of lists.*

Q What if the advertiser has low DPI or resolution art?

A *This is hard to control and a good portion of businesses have no idea what a high resolution is. Keep in mind that the image that appears is on a mobile device. Even images with low DPI or that are smaller will still appear OK.*

Q How do we track results?

A *Through the Reporting section in the Admin Portal. From the Campaign Manager view, click* **Reports** *on the left side under Actions.*

Q Can an advertiser split an ad with another business?

A *If the ad or offer needs to be redeemable,* **then NO**. *If it is a Show & Save Offer, the Graphics Admin can create a single image for 2 businesses.*

Q Can multiple campaigns be scheduled at once?

A *YES they can!* *You can schedule campaigns as far out as you want. As you enter additional businesses into the system, they will automatically populate during the appropriate broadcast dates that the ads/ offers are available.*

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