

2009 MEDIA KIT:

ONLINE

ONLINE

The Mobile Marketing Association (MMA)

is the premier global non-profit association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 700 members representing over forty countries. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

ADVERTISING BENEFITS

- Reach thousands of professionals in the mobile marketing industry.
- Increase awareness of your products and services and drive traffic to your website.
- See results by driving traffic to your lead generation forms.

OUR AUDIENCE

Marketing professionals, ranging from Marketing Managers to CMO's from agencies, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

BENEFITS TO OUR MEMBERS

MMA members are eligible to receive a 20% discount when advertising with the MMA.

For more information, please contact us at
editor@mmaglobal.com.

MMAGLOBAL.COM

MMAGlobal.com was re-launched in November 2008 with the new enhancements:

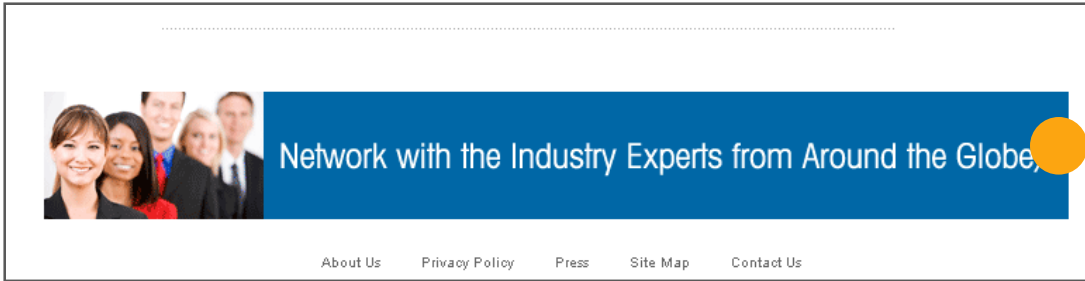


- Support for Regionalized Content
- Enhanced Navigation and Search Functionality
- Unique Research from Industry Leaders
- Basis for the New Robust Networking Platform for Members
- Knowledge Sharing via Member Submitted Content
- Member Discounts and Offers
- Improved Visibility for Member Companies

Thousands of professionals in the mobile marketing industry come to our website for the latest policies & guidelines, white papers, articles, case studies and other educational content. Increase your awareness and visibility in the mobile marketing industry!

ADVERTISING DETAILS FOR MMAGLOBAL.COM

Homepage + Run of Site



Size: 728 x 90

CPM: \$50

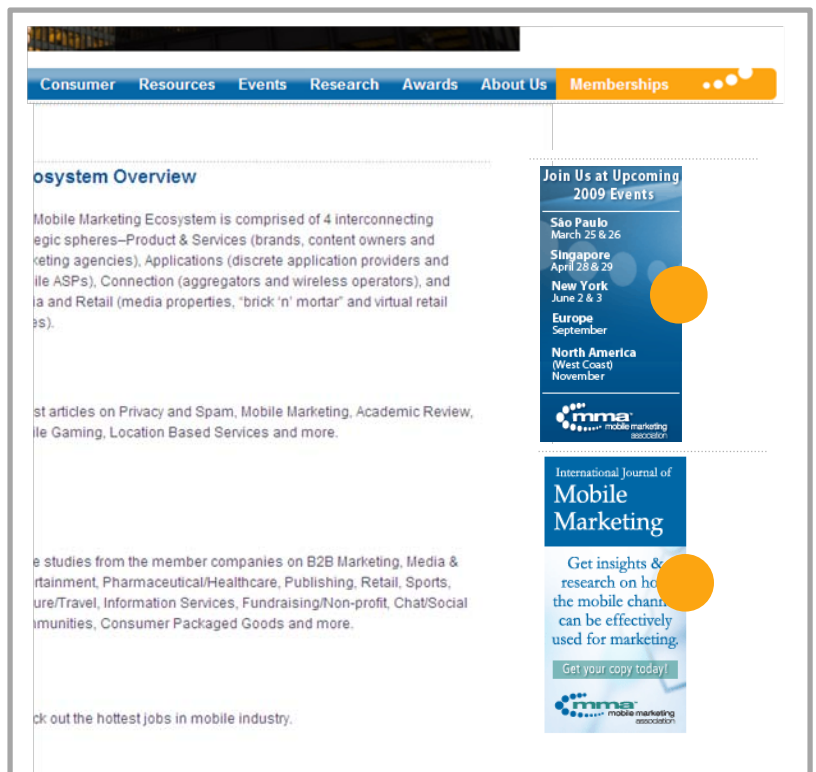
Placement: bottom of each page.

Run of Site

Size: 120 x 240

CPM: \$40

Placement:
right-hand side of each page.



For more information, please contact us at editor@mmaglobal.com.

ADVERTISING DETAILS FOR MOBILEMARKETINGFORUM.COM

MobileMarketingForum.com is the leading website for CEOs, VPs, Marketing Directors and Managers who are interested in participating in industry events, and are always on the hunt for new resources to either bring mobile into their marketing mix or improve their existing efforts.

Advertisers will have a very unique limited opportunity to be presented in front of these highly engaged professionals. The MMA will offer only one placement on this website:

Homepage – Top Placement

Duration: 4 weeks

Size: 728 x 90

Price: flat rate = \$10,000 / period



The screenshot shows the homepage of the Mobile Marketing Forum website. At the top, the header features the text "MobileMarketing | FORUM" on the left and the MMA logo with "presented by" on the right. Below the header is a navigation bar with links for "Home", "North America", "Europe", "Middle East • Africa", "Asia Pacific", "Latin America", and "View Archives". The main content area includes a banner with four small images of people using mobile devices, the text "Anytime, Anywhere Marketing...", and a "produced in partnership with informa telecoms & media" logo. Below the banner is a sidebar with "Registration Details" (Attendee, Press/Media, Venue & Hotel), "Agenda", and "Upcoming Events" (September 2009 (Berlin)). The main content area also features a "MOBILE MARKETING FORUM SERIES (MMF)" section with a blue globe graphic and a "The MMA Released Its Mobile Marketing Forum DVD" announcement, including a "Member Discount Is Available" note and a "order yours today" call to action. To the right of this announcement is a "UPCOMING EVENTS" section.

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ADVERTISING DETAILS FOR THE NEWSLETTER

We will deliver your message for you to thousands of professionals in the mobile industry. Our subscription base is always growing, so lock down your low monthly rate today.

Position & Sizes	One Month	Two Months (10% off)	Three Months (15% off)	Four Months (20%)
Leaderboard top (728 X 90) and bottom(728 X 90)	\$2,500	\$4,500	\$6,375	\$8,000
Skyscraper (120 x 600) – top position	\$2,500	\$4,500	\$6,375	\$8,000
Skyscraper (120 x 600) – remaining positions	\$1,500	\$2,700	\$3,825	\$4,800
Full Baner (468 x 60)	\$1,000	\$1,800	\$2,550	\$3,200

OTHER OPPORTUNITIES

List your job postings on www.mmaglobal.com.

Price: \$350

Period: 3 months

For more information, please contact us at
editor@mmaglobal.com.