Houston Market Place
Mobile Web Division
Presents

Houston's Mobile Web Guide Advertising Kit

The fastest growing mobile guide for Houston!

Ring Tones
Mobile Games
Events
Shopping
Entertainment
Biz Connection
My Community
Mobile Web Links

Powered by:

i2GO.NET
MOBILE WEB DIRECTORY

P.O. Box 321125 • Houston, TX 77221 • 832-265-3077 • www.i2go.net • Email:hmp20@i2go.net

Houston Market Place
Mobile Web Division

Be a part of the fastest growing mobile guide for Houston!

How To Advertise on Houston Mobile Web Guide?

1. Review info and examples.
2. Choose an advertising plan.
3. Contact us by phone or go on-line to order.

*** Maximize your exposure by being a sponsor. Be the first advertiser to be seen. Everyone will come to one place to view mobile sites and wireless content. Call us for a sponsorship kit or visit www.i2go.net**

About Us:

Houston Market Place Mobile Web Division and i2go.net proudly presents Houston's Mobile Web Guide. Houston now has its own mobile wap site featuring ring tones, mobile games, events, shopping, entertainment, biz connection, your community, helpful links, live traffic and much more. We make it easy for businesses and consumers to stay connected to Houston's public information via mobile phones. Our company builds mobile content, manages text alerts and maintains one of the fastest growing mobile web directories available. We hope your company will take advantage of a tool that mostly everyone has! We look forward to promoting your company to mobile users locally or globally.
For more information visit www.i2go.net.

Market Report – Males comprise 72 percent (6.5 million) of the Internet users who access the Internet via a cell phone or PDA, while women comprise 28 percent (3.4 million). This compares to the total Internet population, where 48 percent (45.3 million) are male and 52 percent (48.3 million) are women. Persons age 18-34 represent 53 percent (5.3 million) of online users who access the Internet via cell phone or PDA, while persons 35-54 represent 42 percent (4.2 million) and persons 55 and older represent four percent (400,000). This compares to the total Internet population, where 40 percent (37.6 million) are 18-34; 46 percent (42.8 million) are 35-54; and 14 percent (13.2 million) are 55 and older. For more detail reports and statistics visit www.i2go.net on-line.

Our Categories:

Ring tones – Featuring all types of new and old ring tones for any type of mobile phone.
Mobile Games – Links to multiple games and other sources for non-stop fun.
Events –Stay up-to-date with events while on the go. Never miss an event because you forgot or didn't know.
Shopping – Keep up with new sales and savings on the go. Get access to discounts, coupons and special promotions.
Entertainment – Get the latest info on movies, sports, events, and much more.
Biz Connection – Get the latest on news, stocks, business vendor's profiles and other resources.
You're Community – Your community can now stay connected and access public information on the go.
Mobile Links – A comprehensive list of helpful links and resources like, taxi, wrecker service, 411info, traffic, and much more.

Benefits of advertising with us:

1. Reach your market as we direct consumers to one place for mobile content.
2. Help consumers get more information about your campaign, sales, or announcements.
3. Consumers use their phone daily versus viewing or listening to other media.
4. Capitalize on large audience or events by providing promotions or contest via cell phone.
5. Your marketing campaign will be even more effective by using mobile phones.

Terms of Service
Clients of Houston Market Place & i2go.net agree to the following. All sales are final. All advertisement, wap content or text alerts must be truthful and correct. We do not send spam or sell consumer contact information. Any interaction with consumers are for the purpose of service and for consumers who opt in database to accept content or who have visited wap site. For best results use mobile marketing with current advertisement, commercials and other campaigns. Use of our services constitute that the user and client agree to the terms of service and disclaimer.

Disclaimer
Houston Market Place and i2go.net sponsors, partners, investors or advertisers are not liable or responsible for bad connections, cell errors, cell phone problems, cell fees or downtime of cell phone carriers. Houston Market Place and i2go.net are not responsible for the results of advertisements, texts alert campaigns, wap content, text messages, consumers who un-subscribe, links to other sites, images, logos, slogans, untruthful content or changes made after content was published. We are not affiliated with any cell phone carrier. Client and customer information are kept privately and for company use only. All logos, images, trademarks or content are property of their respectful owner. © Copyright 2006 Houston Market Place. © Copyright 2006 i2go.net (Intellectual Property)

FOR MORE INFORMATION CONTACT: Houston Market Place at 832-265-3077

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Content developer: **Houston Market Place** Mobile Web Division

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Banner & Text Messaging Advertising – Screen Shots

Sample Text Alert
Coupon/Discount

Sample Text Alert
Text 2 Win

Sample Text
Announcement

Small Banner AD
1 ½ x 1

Large Banner AD
1 ½ x 1 ½

Business Directory Profile

Main Page
Snap Shot 1

About Us
Snap Shot 2

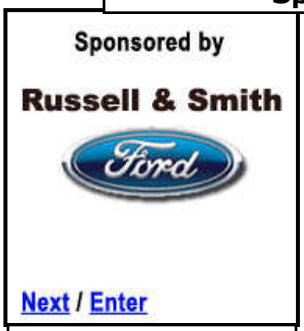
Contact Us
Snap Shot 3

Photo/Ad
Snap Shot 4

Announcement
Snap Shot 5

Sponsor Advertisement

Intro page
2 second animation



Page 2 may be a
major sponsor before
entering site.

Sponsor featured at top of
Main Menu with a link.

Animated Slide 1
3-4 seconds
May include audio

Animated Slide 2
3-4 seconds
May include audio

Example of small banner
ad under category.

Banner Ad/
Coupon - Food

Banner Ad
Education

Banner Ad
Real Estate

Banner Ad
Car Sales/ Rental

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Houston's Mobile Web Guide

Advertising Rates

*Prices subject to change

Banner Ad
Small Header Size
$ 150 1 wk
$ 245 2 wks
$ 315 3 wks
$ 399 Month
1" tall x 1 ½ wide - image

Banner Ad
Large Size
$ 275 1 wk
$ 345 2 wks
$ 465 3 wks
$ 499 Month
1 ½ x 1 ½ image

Coupon
Small Header Size
$ 150 1 wk
$ 245 2 wks
$ 315 3 wks
$ 399 Month
1" tall x 1 ½ wide - image

Coupon
Large Size
$ 275 1 wk
$ 345 2 wks
$ 465 3 wks
$ 499 Month
1 ½ x 1 ½ image

Animated Ad
Full Size up to 3 slides only
$ 399 1 wk
$ 500 2 wks
$ 675 3 wks
$ 799 Month
1 ½ x 1 ½ image

Text Ad/Classified
Up to 30-40 words
$25.00 **One day special**
$ 65 1 wk
$ 125 2 wks
$ 185 3 wks
$ 250 Month

Biz Profile
Includes: logo, contact info, company description, 3 photos and direct call links.

Under Category: Biz Connection

Small Business 3 page site
$399 design + 15.00 month hosting or $579.00 for the year

Corporate 3-page site
$899 design + 25.00 month or $1,195.00 year
$75.00hr to update any wap site if needed.

i2go.net Text Messaging Service
Small Business – Rates (Low Volume)

*prices subject to change with notice (24-72 hour setup)

Receive un-limited replies

(**Includes Monthly Account Report:** Phone number, date & time of response, a subscriber or non-subscriber, campaign topic and phone carriers.) Including in monthly fee.

$150 **Setup new account includes one keyword.**
$45 **Monthly service fee –** includes monthly report.
$75 **Automated Text on Demand.**
$75 **Create a NEW text campaign with a keyword.**
Includes unlimited text alerts to subscribers in database
Create multiple text campaigns under one account.

Text alerts are sent to everyone who subscribes to your account. You choose which group or campaign to send text alerts too online. Text alerts expires in 30 days from purchase with the option to renew. (For more info visit i2go.net)

i2go.net Text Messaging Service
Corporate – Rates (High Volume)

*prices subject to change with notice (24-72 hour setup)

Receive un-limited replies

(**Includes Monthly Account Report:** Phone number, date & time of response, a subscriber or non-subscriber, campaign topic and phone carriers.) Including in monthly fee.

$1,500 **Setup new account includes one keyword.**
$175 **Monthly service fee –** includes monthly report.
$75 **Automated Text on Demand.**
$399 **Create a NEW text campaign with a keyword.**
Includes unlimited text alerts to subscribers in database
Create multiple text campaigns under one account.

Text alerts are sent to everyone who subscribes to your account. You can choose which group or campaign to send text alerts too online. Text alerts last up to 3 months with the option to renew. (For more info visit i2go.net)

Text Messaging – Short Code
Up to 20 words (unlimited responses)

$4000up **New Short Code Account** (ex.85565)
$2000up **Renting Short Code** (ex.85565) (subject: Sale)
$2000up **Text broadcast to registries**
$2000up **New Campaign Development**
$3000up **Basic Campaign Report**
Service requires 6-8 Weeks to setup.

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ORDER FORM

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Phone: 832-265-3077
www.i2go.net
Email: hmp20@i2go.net

Account #: _____

Date: _____

Order From:
Client: ____ **Agency:** _____ **Affiliate:** _____

Advertiser ___ Sponsor ____

Bill To:

_____
_____
_____
_____

Phone : _____
Fax: _____
Email: _____
Web: _____
Alternate contact: _____

Bill to Company ___ Bill to Agency ___ Bill to Other:_____	**Category:**	**Sponsorship Level:**		

Quantity	Description of Service's / Detail/ Sizes	Time Period	Unit Price	Total
		/		
		/		
		/		
		/		
		/		
			Subtotal	
			Taxes	
			Total Due	
			Paid /Deposit	
			Balance Due	

Client Signature: _____

Sales Rep: _____ **Phone:** _____

Customer approve of this invoice by signature.

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