

Advertise in the Annual Mobile Marketing Guide: Creative Breakthroughs in Mobile Marketing



**Be featured with the leaders in the mobile marketing industry.
Promote your company in the MMA/Ad Age-sponsored Awards Guide.**

The Mobile Marketing Association (MMA) and *Advertising Age* are pleased to announce the 2nd Annual Mobile Marketing Guide. Each year, the MMA presents its mobile marketing awards to honor leaders and innovators in the global mobile marketing industry. In addition to honoring the 2007 award recipients, the Guide will include examples, best practices and informative articles on Mobile Marketing, plus provide critical industry resource information.

Mobile Marketing Guide Distribution

- Attendees at the MMA Annual General Meeting in Los Angeles on November 15, the day after the Awards Ceremony & Dinner
- Polybagged with *Advertising Age's* November 19th issue. *Advertising Age* has 58,180 subscribers with additional pass-along of 198,851 recipients.*
- PDF posted on AdAge.com and MMAGlobal.com. AdAge.com has 2,204,424 page impressions/month with 354,045 unique users/month.*
- Ad Age's online promotion to create awareness for and drive traffic to the PDF version of the guide on adage.com and mmaglobal.com. 2006 online promotion generated over 2 million impressions and over 2,000 downloads of the Guide.

Mobile Marketing Awards Guide Sponsorship Opportunity

- 4-color ad in the Guide
- Sponsor ad will also appear in the PDF version posted online with all live hyperlinks
- Sponsor logo included in the MMA/Ad Age co-branded ad in the 11/9 issue of *Advertising Age* to promote the Guide
- 200 overruns of the Guide

Sponsorship Rates (4-color, gross)

Full page	\$14,000
Spread	\$26,000
Half page	\$8,900
Half page spread	\$16,600

Premium rates apply for prime placement

Reservation Deadlines

Space	October 15
Material Due	October 31

Space is limited so reserve your position today.

Pete Roper, *Advertising Age* • 212-210-0280 • proper@adage.com
Laura Marriott, MMA • 303.381.3969 • laura.marriott@mmaglobal.com

*Sources: ABC Consolidated Media Report, December 2006;
ABC Interactive Audit Statements, Jan-Dec 2006.

