Mobile Local Event Advertising Platform
Mobile Contextual Advertising Based on Location, Time and Event Demographics

Concerts & Music Festivals

MotorSports Events

SPLASH

Sporting Events

Conventions & Expos
Mobile Analytics

**In 2013 Mobile Advertising grew by more than 80%**

Social commerce relies on users generated content to assist consumers with purchases

**80% Internet users that own a smartphone**

3 hours time consumers spend on their mobile devices daily

**89% Total mobile media time spent within mobile apps**

30 the number of apps the average smartphone user opens per month

**25% American consumers that access the web via mobile only (no desktop or tablet)**

Mobile advertising engages customers in a space where they are comfortable, allowing clients to interact on a deeper level, at their own pace.
Millennial Analytics

- Purchasing power of over $200 billion dollars annually
- 92% use social media and 87% sleep with their cell phones
- 1 in 4 will share personal contact information in exchange for relevant advertising
- 60% will share geographical information in order to receive coupons, discounts and promotions
- 92% use the internet daily via their mobile device
- U.S. Bureau of Labor Statistics states that by 2020, will comprise 46% of the U.S. workforce, then skyrocketing to 75% in 2025
- 45% use mobile phone for banking
- 45% of males, 37% of females say they would buy everything online if they could
SPLASH

HOW IT WORKS

• Click to Page
• Click to Call (Dial Advertiser)
• Click to Drive (Map & Directions)
• Click to Form (Data Capture)
• Click to Coupon (Redemption)
• Click to Video (10 sec. clip)
JUST SOME OF THE 600,000 PLUS MOBILE APPLICATIONS WE SERVE...

ABC  C-Net  Accuweather  Chive  CBS Sports  Weather Channel  Facebook
Fandango  Fox Sports  Gas Buddy  Maxim  Meet Me  My Fitness Pal  NFL
NY Times  Pandora  Shazam  Tune In  USA Today  ESPN  Whitepages
Ways To Use Mobile Advertising
**Interested Buyers**

Create geo-fenced mobile campaigns to promote special offers and other incentives to mobile consumers visiting retail locations.
Competitive Dealer Locations

Target Mobile Consumers Visiting Competitor Stores

Create geo-fenced mobile campaigns promoting Yamaha’s brand to mobile consumers visiting competitor retail store locations.
Powersports Enthusiast Events

Drive Brand Awareness and Consumer Engagement
Create geo-fenced mobile campaigns around power sporting events to target enthusiasts using their mobile devices.
**TEXT AD LARGE BANNER**

- Ad Unit Size
  - 300px X 250px
- Text Ad Banners
  - Max 2 Line Text Descriptions
  - Foreground/Background Color
  - Click-To-Action Image Button (Less than 10kb)
- Linking: External URL *

**TEXT AD SMALL BANNERS**

- Ad Unit Size(s)
  - 300px X 50px
  - 320px X 50px
- Text Ad Banners
  - Max 2 Line Text Descriptions
  - Foreground/Background Color
  - Click-To-Action Image Button (Less than 10kb)
- Linking: External URL *

*If using your own landing page URL, we recommend the destination be a HTTPS (secure) landing page to maximize reach.