

Goin' Mobile

Total Universe:	129,819	\$ 100/M
Monthly H/L	52,908,273	\$ +5/M
Non Profit:		\$ 75/M

The largest double opt-in, profiled cell phone users database: reach mobile consumers in North America and abroad. The Goin' Mobile database is comprised of registered users who opt-in to receive coupons, promotional offers such as ring tones, wallpapers, and specific alerts such as podcasts, video streams and their favorite TV channels that are relevant to these mobile fanatics. The proprietary profiling tool is used to track user taste and to create a targeted point of interest and multi-level advertising channels. Target these users by demographics, psychographics, geographic location, carriers and inquire for the many available filters. You can also select the carrier that the individual has chosen to provide them with their service.

The average age of these savvy consumers is 45, with an average income of \$70,000. The file is split evenly between males and females which are selectable.

This file is recommended for business opportunities, credit offers, insurance, loans, debt consolidation, non competitive publishing such as book clubs, continuity programs, sports, electronics and gadgets and so much more.

Wireless Provider:

Alltel	52,534
AT&T/Cingular	313,478
Nextel	26,677
Other Carrier	265,993
Qwest	11,330
Sprint	156,346
T-Mobile	33,151
Verizon	221,342

Contract Expiration:

January	25,348
February	16,337
March	19,348
April	17,991
May	33,850
June	28,312
July	22,883
August	24,084
September	16,996
October	23,198
November	20,377
December	34,556

Selects:

State	\$10/M
SCF/Zip	\$10/M
Area Code	\$15/M
Carrier	\$15/M
Gender	\$10/M
Demographics	\$15/M

CD Rom	\$35/F
Diskette	\$35/F
Email	\$35/F

Market:	Consumer
Type:	Postal Mail, Cell Phone
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	45% Female
	46% Male
Income:	\$70,000
Spending:	\$14.95 Average Order

For SMS Texting:

- Text message of a maximum of 160 characters including opt-in/opt-out
- Minimum order of 10,000 records

Volume Discounts are offered for deployment of text message campaigns:

Under 20,000	\$300/M
20,001 – 100,000	\$275/M
100,001 – 250,000	\$250/M
250,000 – 500,000	\$225/M
500,001 – 1MM	\$200/M
1MM+	\$175/M

SOURCE: CONTENT BUYERS, TEXT ALERT, WEBSITE REGISTRATION

NET NAME ARRANGEMENT IS AVAILABLE-CALL TO DISCUSS. NO EXCHANGES

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Please contact List Manager at sales@offersinthemail.com



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Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.