

# THE CUTTING EDGE OF ADVERTISING — MOBILE COUPONS!

Coupons texted to a person's cell phone is the latest, greatest innovation in promotion.

In today's fast paced world, people are communicating on a much more immediate level. Thanks to the internet, PDA's, laptops and cell phones, people want their information *now* — and in an accessible format. Gainesville.com is leading the way with the latest technology to bring you a new way of promoting your business — with SMS (Short Message Service) Text Mobile Coupons.

Text messaging is the most widely used data application on the planet, with **74% of all mobile phone subscribers** sending and receiving text messages on their phones. Texting has become so popular that **U.S. mobile subscribers now send and receive more text messages than they make phone calls!**<sup>1</sup>

- Simple and User Friendly!
- User texts keyword to 22411
- Instantly your offer appears!
- Customer redeems your offer
- Easily developed ads, one step campaigns
- Choose your own keyword that fits your promotion
- Direct & personal: customer has sense that ad is only for him or her
- Timely, effective results!

## HOT STATS

- 70% of people sleep with their mobile phones<sup>2</sup>
- 77% of U.S. wireless subscribers pay for text messaging services<sup>3</sup>

<sup>1</sup> Source: The Nielsen Company

<sup>2</sup> Source: Zumobi

<sup>3</sup> Source: The Nielsen Company

Don't fall behind the times! Embrace the newest technology and creatively market your business with Mobile Coupons!

Take advantage of this exclusive offer now! Call our online specialist at:

**352.374.5079**

