



UpSNAP Mobile Advertising Solutions

THE LEADER IN WHAT'S PLAYING ON YOUR CELL PHONE

With the ability to deliver solutions to virtually all U.S. Mobile Devices, the UpSNAP proven business model drives ad revenue from its voice platform, SMS, and WAP

UpSNAP Network

Most major carriers, Sporting News, Cablevision, go2media, 10Best and more.

Custom On-Demand Streaming Audio

Our platform enables mobile access to virtually any type of live and on-demand streaming audio content to create solutions for today's end users.

Call-based Advertising Service

Our VoIP technology allows users and merchants to directly connect from search results. We deliver a variety of call-based advertising services to national advertisers and advertiser aggregators. These services include phone number provisioning, call tracking, call analytics, click-to-call, and other phone based services that enable aggregators and advertisers to utilize mobile advertising to drive calls into their business and to use call tracking to measure the effectiveness of their mobile advertising campaigns. Advertisers pay us a fee for each phone call we place to their call center from call-based ads we distribute on our distribution network.

UPSNAP ADVERTISING SOLUTIONS:

WAP Text Ad

With jump page description of service

On a WAP page, Mobile phone user reads a text "click here for horoscope". User lands on a WAP page with description of service and click to call phone #.



In-Call Audio Advertising

With Call 2 Call Center or SMS Call 2 Action

Mobile phone user HEARS an Audio Ad.

Example: "Are you in debt, want to save money, press 7" with a call 2 action, triggering a call into a call center.



Are you in debt? Want to save money, Press 7 to connect.

Advertising Formats

Audio: 10-12 second MP3 file	SMS: -40 characters embedded -100 characters alone	WAP Text Ad: 40-50 characters
WAP Banner Ad: Small- 120 x 30 pixels	Medium- 168 x 42 pixels	Large- 216 x 54 pixels
		X-Large- 300 x 75 pixels

Multi-Modal Ad Package

UpSNAP now offers three-dimensional Mobile Advertising Packages utilizing our different advertising formats: **Audio**, **WAP Text** and **WAP Banner** Advertising. UpSNAP combines **TARGETED** free branded audio services with **TARGETED** advertising; call us at **704.895.4121** to start your **TARGETED** campaign.