



Sample iConnect™ design on the NortonHD Outdoor Network

Connect With Your Audience 1-to-1

Target your audience in the most direct and interactive way - on their **mobile phones**! Combine the power of outdoor with the technology of mobile devices and create a new level of consumer-focused advertising. Norton Outdoor Advertising is proud to offer these programs as additional platforms to our already outstanding array of outdoor services.

Why Add The Norton Connect Suite?

- **An opportunity to interact with present and potential customers on another level.**
- **75% of U.S. households own at least one cell phone and 90% are text messaging capable.**
- **70% of U.S. cell phone owners send text messages, approximately 6 billion per month!**
- **An opportunity to develop relationships with your younger customers:**
 - 31% of Cincinnati-area residents who currently use text messaging are 18-24, and this demographic is 135% more likely to text than the average person 18+
 - 56% of Cincinnati-area residents who currently use text messaging are 18-34
- **Text messaging demographic is heavily exposed to outdoor advertising:**
 - Cincinnatians who text message are 29% more likely to drive 1,000 - 1,999 miles per month, and 35% more likely to drive 2,000+ miles per month than the average person* 18+

*Cincinnati data based on Scarborough reporting (2007)

Connect and Engage Your Consumers
Target a Mobile Audience
Utilize Cutting-Edge Technology



Media hub for iDeals™ and iTix™

Norton Connect Suite

iConnect™

iDeals™

iTix™

<p>Choose a keyword, create a text reply (up to 10 unique replies, 145 character maximum). Incorporate phrase "Text [keyword] to 12345 for [insert offer]" into outdoor design. When consumer texts keyword to the designated address, they will receive one of your 10 rotating replies within seconds! The response can be the offer and specific code, which, like a coupon, is presented to the cashier during register transaction.</p>	<p>Mobile couponing platform ideal for advertisers looking to entice consumers to "buy now!" The Norton iDeals™ program combines unique, touch screen interactive content and application delivery with redeemable SMS text messages that are compatible with 99% of all mobile devices and all mobile networks.</p>	<p>Mobile ticketing platform for retailers and entertainment venues. The Norton iTix™ program combines unique, touch screen interactive content and application delivery with redeemable SMS text messages that are compatible with 99% of all mobile devices and all mobile networks.</p>
<p>Program Includes: 500 transactions, up to 10 rotating, unique replies, keyword and reporting.</p>	<p>Program Includes: Media hub terminal, software, technical support, reporting.</p>	<p>Program Includes: Media hub terminal, software, technical support, reporting.</p>
<p>Cost: \$425/month</p> <p><i>Optional iConnect™ add-ons:</i> Winner Selection (instant or delayed), \$250 Automatic Forward of E-Mail Address, \$250 Automatic Forward of Content, \$375</p>	<p>Costs:</p> <p><i>Starter Kit</i> 1 Media Hub, Software Kit, 4 Hours Tech Support, \$5000</p> <p><i>Media Hubs</i> Terminal Type 210, \$3500 Printer, \$500 Pedestal, \$250 Annual Maintenance (optional), \$500</p> <p><i>Transactions</i> Coupons (regardless of value), 50¢ on issue</p> <p><i>Professional Services</i> Setup, Technical Project Support, \$250/hr. or by quote Telephone Technical Support, \$4/min.</p>	<p>Costs:</p> <p><i>Starter Kit</i> 1 Media Hub, Software Kit, 4 Hours Tech Support, \$5000</p> <p><i>Media Hubs</i> Terminal Type 210, \$3500 each Printer, \$500 Pedestal, \$250 Annual Maintenance (optional), \$500</p> <p><i>Transactions</i> Ticket (value less than \$20), 50¢ on issue Ticket (value greater than \$20), \$1.00 on issue</p> <p><i>Professional Services</i> Setup, Technical Project Support, \$250/hr. or by quote Telephone Technical Support, \$4/min.</p>