

Position your company on the leading edge

PocketPCmag.com offers a wide variety of digital advertising options to reach a highly targeted audience. Take your interactive marketing to the next level with these advertising opportunities.

PocketPCmag.com

More than 1,000 sites link to PocketPCmag.com, and in 2005, PocketPCmag.com received about 1.3 million visits per month. You can capitalize on these dedicated pocket PC and Smartphone users by advertising on the Web site. Offerings include both static and animated banners, enhanced encyclopedia listings and exclusive section sponsorships.

PocketPCmag.com/Mobile

We're all about mobile, and so are the readers of PocketPCmag.com. The popular mobile section of the site accounts for 30 percent of monthly visits and is optimized for both Pocket PC and Smartphone viewing. Take advantage of the explosion in mobile marketing with mobile banners and text links.

PocketPCmag.com E-mail Newsletters

Sponsoring e-mail newsletters is fast and highly cost-effective. Our readers have signed up to have Windows Mobile-related e-mails delivered to their inbox weekly. Take advantage of this attentive audience. You can advertise in one newsletter or any combination of our four regular newsletters: Windows Mobile Update, The Windows Mobile Web Guide, New Product Report and The Week in Games.

E-mail Opt-in Lists

Create and deliver your own unique message with our end-user and developer e-mail lists.

- Pocketpcmag.com receives about 1.3 million total visits per month.
- More than half of the visitors each month are repeat visitors.
- On average, visitors viewed six pages each time.
- #1 search-engine listing.



Exclusive opportunity includes:

Banners

Banner type	Pixels	File size	Cost/1000
Normal banner	468 x 60	15K max (Flash: 30K max)	\$25
Medium Rectangle	300 x 250	20K max (Flash: 30K max)	\$40
Skyscraper	120 x 600	20K max (Flash: 30K max)	\$30
Vertical banner	120 x 240	20K max (Flash: 30K max)	\$25
Square button	120 x 120	11K max (Flash: 30K max)	\$15

E-mail

E-mail ad	Graphic	Text	Cost/1000
Sponsored Text Item with Graphic	max 200 px wide x 400 px deep	Headline max 12 words; body max 175 words	\$50
Sponsored text link	none	Headline max 22 char; body max 70 char	\$25

Opt-in Lists

E-mail Newsletter and developer lists, \$395/1000

PocketPCmag.com/Mobile

Banner, 215 x 34 pixels, \$20/1000

Enhanced Encyclopedia Listing (Fall 2007)

Listing moves up to top of its category, \$1 per day (four-month minimum)

Encyclopedia of Software and Accessories Vendor List

Opt-in lists, \$595/1000



Contact Suzee Dittberner today at (913) 344-1352 or sdittberner@ascendmedia.com to ensure your company gets the attention it deserves.

All rates are net.