CIDEWALK

INSTANT. LOCAL. MOBILE. ADS

Helping People Promote and Grow their Business

COMPETE WITH BIG BRANDS
GO LOCAL
PROMOTE LOCAL

USING GEO-FENCE ENABLED
LOCAL MOBILE ADVERTISING

With Cidewalk businesses of any size can reach
local customers across 1000s of popular mobile apps

EMPOWERING BUSINESSES SINCE 2003

15,000+ SMBs served

120,000+ campaigns launched

21+ million consumers reached

"Thanks Cidewalk for helping us stay relevant in a Mobile world!"
- Downey Insurance Agency, Inc.

"I have been stressing about doing this Geofencing for a few weeks, you made it so easy"
- Staci Grant, MediateIdaho.com

www.cidewalk.com

REACH LOCAL CUSTOMERS
## GEOFENCE ENABLED LOCAL MOBILE ADVERTISING

GEOFENCE LOCATION
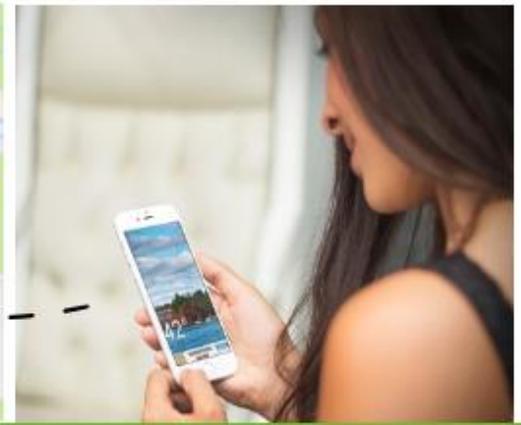
YOUR BUSINESS FEATURED AS NON-INTRUSIVE, EFFECTIVE BANNER ADS IN TOP MOBILE APPS

FEATURES:

IN-APP MOBILE AD

OPEN HOUSE IN AN AWARD WINNING COMMUNITY
4.2 miles away in Niagara Falls, NY

- TARGET ANY TOWN OR HYPER-LOCAL LOCATION
- SET CUSTOM RADIUS PER LOCATION
- CUSTOM BANNER ADS FEATURING LOCATIONS

- PIXEL EMBEDDED LANDING PAGE & WEBSITE TRACKING
- PROXIMITY MESSAGING

- FACEBOOK HUB FEATURED POST
- MOBILE FRIENDLY LANDING PAGES WITH BUSINESS DETAILS
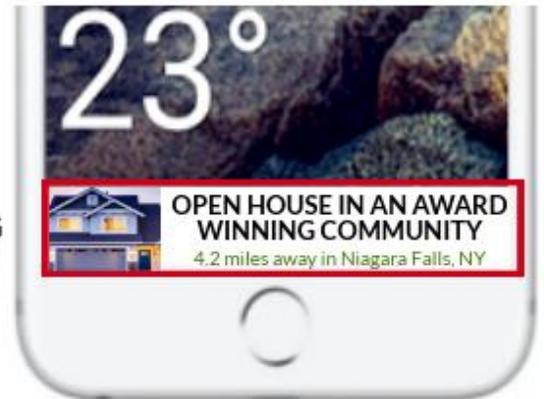
CUSTOM MONTHLY PLANS STARTING AT $100 NO CONTRACTS <u>EVER</u>

| Self Starter	Business	Enterprise
I'll do my own marketing using Cidewalk platform.	I want Cidewalk to do my marketing WITH me.	I want Cidewalk to do my marketing FOR me.
[$100/month]	**[$250/month]**	**[$1000+/month]**
• Target up to 2 locations • 10,000 monthly ad impressions (views) • GeoFence City/Zipcode Level	• Target up to 4 locations • 50,000 monthly ad impressions (views) • GeoFence City/Zipcode level + Hyper-Local Mile(s) Radius	• Managed Services • Dedicated account management and custom reporting • Target up to 100 locations all over the US • 300,000 monthly impressions (views) • Provides mobile ad solutions to clients or for big brand businesses • GeoFence City/Zipcode level + Hyper-Local Mile(s) Radius
	[$500/month]	
	• High Volume Branding Pro Plan • Target up to 6 locations • 125,000 monthly ad impressions (views) • GeoFence City/Zipcode level + Hyper-Local Mile(s) Radius	

1. What will my ad look like?

Your ad will appear as a banner at the bottom of a mobile app. The ad will have a title, description and an image/logo if you choose. It is a "live" ad which scrolls between the title and description catching the eye of the user. Clicks to your ad will go to your website or your business Facebook page or any other webpage you choose.
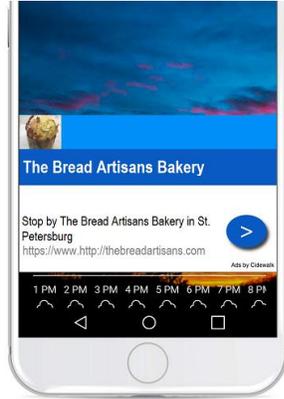
320x50 ad size   300x250 ad size

2. Where will the ad show?

Your mobile ad will display across the bottom banner of 1000s of popular apps being used in the city, town or location you target. See more apps.

3. How can I target people?

You can set a Geo Fence (virtual boundary) with radius reach around one or more locations to target people in a specific area such as: your business, a competitors business or just a busy location. **OR** target an entire city or town.

GEO FENCE WITH 1-5 MI RADIUS   TARGET THE WHOLE CITY/TOWN
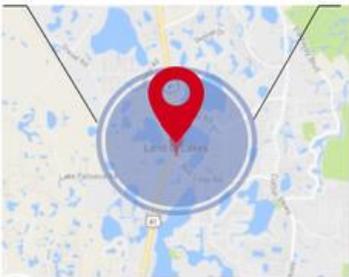
4. Can I change my ad/location?

YES. You can update your ad text, image and targeting location anytime in your dashboard.

5. I am interested. How much does it cost?

Our monthly self-service plans make it easy to get started in minutes without a marketing agency or graphic designer. There are no long contracts - cancel anytime. **See all pricing here.**

What is Cidewalk?

Cidewalk is a premium mobile marketing platform used by thousands of businesses to grow their business by running local mobile ads or promotions targeting mobile users in the city of their choice. See who's on Cidewalk on this AdMap.

Where will my ads show up?

You can pick any town / city in the US to promote your business. As soon as you launch, your ad will start appearing on thousands of smartphone apps ranging from news to weather to games.

To get a better idea of how your ad will look, **click here.**

To see a list of sample apps, **click here.**

How does it work?

Cidewalk has access to thousands of mobile apps where your ad can be displayed. Using the mobile phone GPS tracking, Cidewalk can select mobile app users located in the town of your choice and display your ad in the app, helping you reach potential customers in that town.

Do I get to pick the apps?

Think of Cidewalk as your digital billboard. Anybody in your hometown using their phone can see it. No matter which app shows your ad, you can be assured that it is only targeting people in the town / city of your choosing. While this may include additional people outside your target market, they may talk to someone who is in your primary market.

What will happen when someone clicks on my ad?

In addition to promoting your business, Cidewalk also connects you with potential interested customers. When a user clicks on your Cidewalk ad, it means they are interested in your business. They can directly visit your website, or send a Txt, or send a message via email requesting more information from you.

How can I get started?

Register online to open an account and get started in three simple steps:
Step 1: Select the Town / City to target your ads
Step 2: Enter your Business Name and a simple one line Description of your business. (Optional: Upload your business logo/image)
Step 3: Select a monthly plan and launch your ad.

Do I get access to any stats?

Yes. Real time stats, showing number of ad views delivered, apps your ad was displayed on, and the precise location where your ad was viewed, can be directly accessed from your online account.

Are there any annual contracts?

No. Unlike many other advertising companies, we don't require any long-term commitment. You can cancel anytime and not be billed going forward. The service is based on a no-contract, monthly subscription model Click to see plan details.

CIDEWALK
Instant. Local. Mobile. Ads

GEOFENCE LOCATION

How Michigan Urgent Care used Hyper-Local Geofence Targeting to increase exposure across 9 Locations

Michigan Urgent Care
AND OCCUPATIONAL HEALTH

Ann Arbor, MI
Brighton, MI
Canton, MI
Dundee, MI
Grosse Pointe Woods, MI
Livonia, MI
Waterford, MI
Wyandotte, MI

1.

Partly Cloudy
↑42° ↓26°
42°

Michigan Urgent Care   Urgent Care Near You →
3.6 miles away

2.

Partly Cloudy
↑42° ↓26°
42°

Michigan Urgent Care   Convenient Urgent Care for the Entire Family!
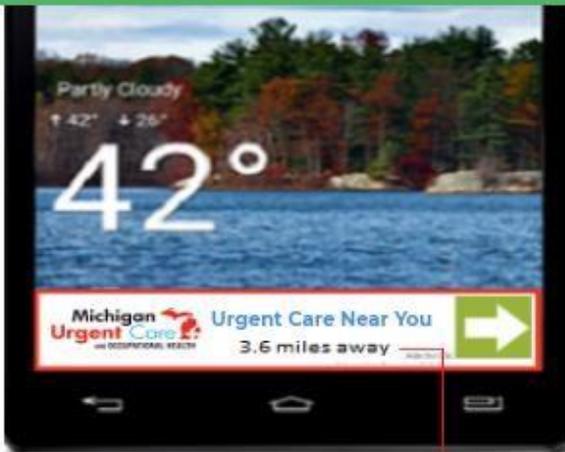
USING A COMBINATION OF TEXT AND CUSTOM BANNER ADS
WITH PROXIMITY LOCATION MESSAGING

3.
TARGETING PEOPLE AT COMPETING LOCATIONS

Michigan Stadium
Advance Urgent Care & Walk-In Clinic
BURNS PARK
Ann Arbor Urgent Care
Michigan Urgent Care and Occupational...
Scio Church Rd