



2010 MEDIA KIT

Engage, Compel, Sell - with Interactive Table Media

The ABC's of successful marketing are: break through the clutter, engage your market's attention, and provide a clear path to action. From the waning effectiveness of TV ads to the difficult-to-track ROI of social media, today's marketing mix leaves many wondering, "What does work? And where does my best marketing value lie?"

Interactive Tabletop Media (ITM) Is the clear answer.

ITM, from In the Market Media, entices your customers with all the engaging interactivity of the Internet, but leaves out the guesswork for you. With ITM, we put your product at the center of attention of a captive, affluent market - and position you to create direct leads and sales, providing ROI you can track.



ITM DELIVERS THE MARKET YOU WANT

Engaged, affluent, and ready to spend.

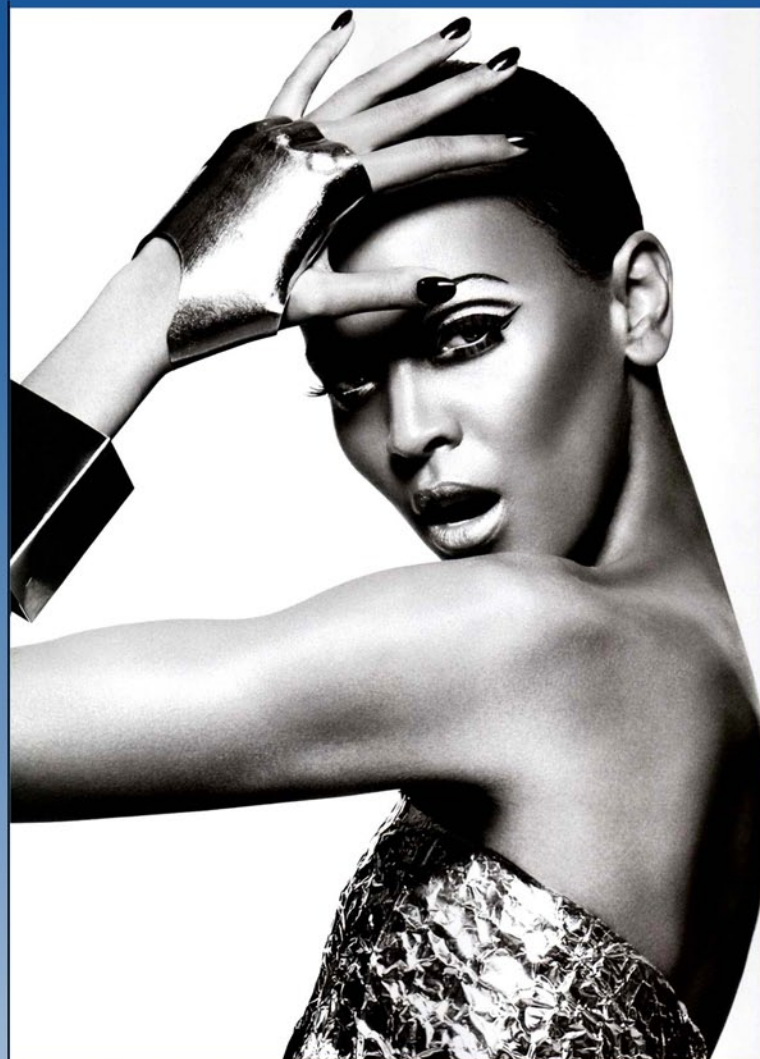
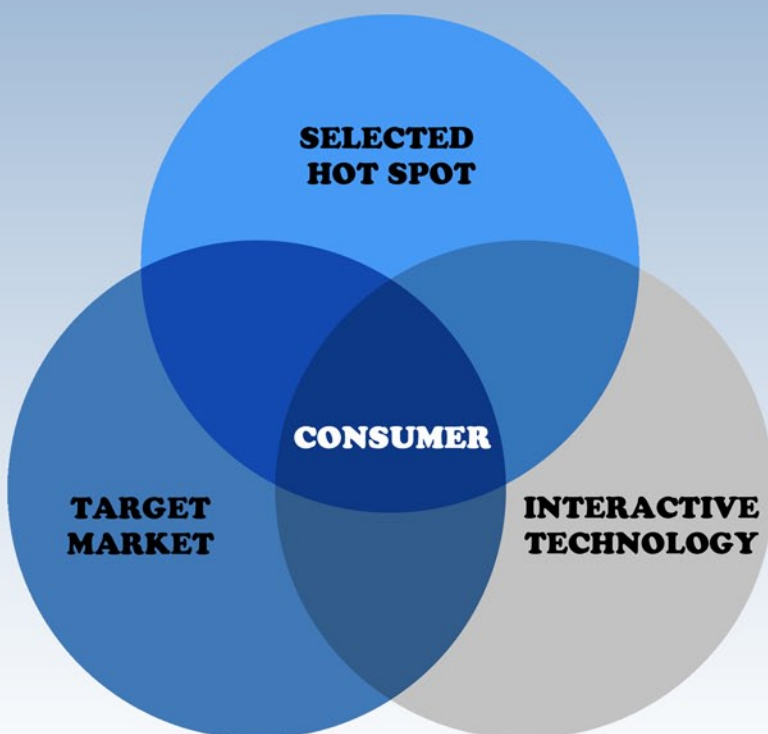
It's Friday night – two couples are seated at their table, going over the menu in a brand new way – on an attractive touch screen. Besides the menu they find interactive games, Twitter, Facebook...and your interactive ad. Clicking on it opens up the center screen where you pull them in with video or a design-your-own-product interactive game - whatever you choose to create. By the time dinner arrives, you have a new lead – or a direct sale.

That's Interactive Table Marketing (ITM).

ITM IS DIRECT MARKETING...

Yesterday's marketing was all about broadcast – reaching as many as you could with a general message. The Internet, and social media, have changed all that. Today's market demands direct engagement with a compelling medium that allows them to interact and take action now. ITM puts a potent new tool in your marketing mix – combining the interactivity of the web with the power of direct marketing. You don't just reach out to your market, you pull them in to your world, giving them immediate actions that create leads or sales – now.

...DIRECT TO ACTION



In the Market
MEDIA LLC

ITM REACHES THE RIGHT AUDIENCE

Who do you want to talk to? A customer who is active, engaged, and affluent enough to buy – everyone's coveted target. TV, with its passive viewers, can't offer that. Nor can the web, full of surfers. But ITM can - how? Our interactive touch screen is front and center on the table of the restaurant or nightclub where they've chosen to spend their dollars. So you know you're in front of an audience with disposable income, plus a willingness to spend. Age, family, and other demographics are easily determined – they follow the establishments where you choose to run your campaign.

ITM GRABS THEIR ATTENTION – AND HOLDS IT

When your customer sits down at their table, our ITM screen is unavoidable – after all, the menu is on it. And so is your customers' attention. To keep it there, we've added:



Table to table chat



Facebook



Twitter



Interactive Games



Digital Menu



Event calendar



Photo gallery



Waitress call button

Your ad is prominently displayed next to all of this – but don't think statics; you can do much more. A click on your ad will put your product in center screen where you engage your customer interactively, even take them to your site and lead them to register, grab a coupon, or convert.

WITH ITM, YOU DREAM IT, WE'LL DO IT

ITM combines direct marketing with the digital flexibility of the web; think of our screen as your blue sky. Let your imagination fly. Then talk to us. Creating a custom program to encompass your creativity is what we do.

ITM DOESN'T PLAY TO EMPTY ROOMS

In a sixty day live test, our results showed that, during six hours of evening operation, our ITM tables were never empty – that's six hours of engaged attention every night, in the restaurants or clubs you choose. Plus, creating a 34% increase in revenue per table, ITM continually puts new faces in front of your offer. As well, ITM is designed to increase customer retention, showing as 25% increase in reorders.

ITM IS RIGHT ON TRACK

Tracking your campaign results, and ROI, is easy with ITM. Leads, coupons and direct sales are immediately tabulated, plus we employ:

- Tap counters
- Source code use
- New customer info generation

AWARD-WINNING SOFTWARE MAKES ITM:

“THE TECH THAT DRIVES DIRECT”

Designed in partnership between In the Market Media and the Grand Prize-winning developer of the prestigious Microsoft Code 7 competition, ITM has the interface that savvy consumers are looking for now – cool, easy to use, and smoothly interactive. We'll keep that evolution going, to keep you on the leading edge. ITM's capacitive screen is the perfect tech, too, creating easy fingertip manipulation for customers, while preventing accidental clicks.

INTERACT WITH US

ITM is currently available in select restaurants and clubs in the Greater Phoenix Area. Our inventory of establishments is growing daily, so check with us to discover the best venues for your campaign.



CONTACT US

Toll Free 888-554-4866

AZ Direct 602-679-6148

Tyler McKinnon - Corporate Sales

Rob Wagley – Corporate Sales

Spencer McKinnon – International Sales

Alex Downs – Local Sales

TIME OFFERS THE OPPORTUNITY TO CREATE

- Brand Awareness
- New product Introduction
- Lead Development
- Couponing
- Direct Sales
- Cross Promotions

TWO PLATFORMS FIT YOUR NEEDS AND BUDGET

SKYSCRAPER SLOTS ON THE LEFT AND RIGHT MARGINS OF CENTER SCREEN CAN BE DISPLAYED CONSECUTIVELY OR INDEPENDENTLY. AT TEN SECONDS PER IMPRESSION, UP TO 10080 DISPLAYS PER MONTH ARE AVAILABLE, DEPENDING ON THE HOURS OF THE ESTABLISHMENT. ONE CENTER STAGE PER TABLE IS AVAILABLE.

NETWORK

383,400 IMPRESSIONS PER MONTH

1-2 MO

\$3762.00/MO

25 CENTS PER CLICK

7-9 MO

\$2495.00/MO

25 CENTS PER CLICK

A LA CARTE

\$99/MONTH + 25 CENTS PER CLICK

10,080 IMPRESSIONS PER MONTH

3-6 MO

\$3000.0/MO

NO ADDITIONAL

CHARGE PER CLICK

10-12 MO

\$1895.00/MO

NO ADDITIONAL

CHARGE PER CLICK

WE ARE CURRENTLY OFFERING OUR ONE OF A KIND INTERACTIVE EXPERIENCE ON 38 TABLES AND QUICKLY MOVING OUR NETWORK TO 60.

LOCATIONS

SANDBAR

-PEORIA

-DESERT RIDGE

-SCOTTSDALE

-CHANDLER

AXIS

MOON SALOON

MY BIG FAT GREEK RESTAURANT

@ARIZONA CENTER

UPCOMING LOCATIONS

RnR

MINT NIGHT CLUB

MYST NIGHT CLUB

SUEDE NIGHT CLUB

SELECTIVE HOTELS

SKYSCRAPER SPOTS

CENTER STAGE
(3 MONTH MINIMUM)

1 TABLE

\$500.00/MO

25 CENTS PER CLICK

6-10 TABLES

\$325.00/TABLE

25 CENTS PER CLICK

2-5 TABLES

\$400.00/TABLE

25 CENTS PER CLICK

11+ TABLES

\$250.00/TABLE

NO ADDITIONAL

CHARGE PER CLICK

