

Media Kit 2009
For Mobile Advertisers
Holly Clegg's *Mobile*
Rush-Hour Recipes

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Holly Clegg, author of the trim&TERRIFIC™ cookbook series, now presents her popular recipe collection via Terratial Technologies' unique delivery method of ad-supported content to mobile phones.

Did you know?

- 71% of Americans cook their meals at home
- One-third of Americans decide what to eat for dinner at the last minute
- People desire to learn how to prepare nutritious meals but lack the time to plan and prepare them
- 50% of U.S. consumers use mobile phones while grocery shopping
- Consumers look for coupons and discounts to stretch shrinking food budgets

Each delicious recipe includes:

- Easy-to-prepare instructions
- Well-organized shopping list
- Mouth-watering photographs
- Quick-fix serving suggestions
- Nutritional information
- Daily TERRIFIC Tidbits™
- E-mail delivery option

What Mobile Advertising Means for Your Business

Target Consumers Better

60% of marketing and IT directors from all market sectors favor mobile marketing channels due to the mobile platform's capacity to **target** consumers better than traditional print media.

Holly Clegg's mobile subscribers are a rapidly growing market of food enthusiasts who want to cook delicious food in a timely manner and enjoy a healthier lifestyle.

Subscribers to Holly Clegg's Mobile Rush-Hour Recipes want:

- Great tasting, proven recipes for a healthier lifestyle
- Recipes that include familiar ingredients
- Complete nutritional information
- Photos and simple preparation instructions to ensure success
- Shopping lists to give better efficiency and time management between work and home
- Coupons and discounts to reduce costs and stretch constrained budgets
- Email recipe function for at-home viewing and printing
- Serving suggestions and TERRIFIC Tidbits™ that solve meal planning issues

Get a Better Response

85% of the companies surveyed believe that mobile marketing generates a **higher response** because these ads are more relevant and valuable than traditional methods.



Market research shows that 90% of smart phone users do not want to pay for applications. More interestingly, 60% of this group would view ads interspersed with their daily mobile phone activities if they are relevant.

Through clickable ads, Terratial Technologies offers targeted revenue possibilities with coupons discounts directly from the advertisers' websites.

Benefits for our Advertisers

- Stake your claim in an explosive advertising medium with 150% growth expected in the next 5 years
- Profit from existing traditional channels and relationships of Holly's trusted brand (e.g., 850,000 books sold, T.V. appearances, magazines. etc.)
- Get in on the ground floor of a budding social network - mobile ad spending in the U.S. will climb to \$1.6 billion in 2008
- Focus marketing to specialized niche
- Product branding on recipes
- Obtain measurable results and accurate reporting for every dollar you spend

Banner Ad Positions

On every screen:

Banners located at the bottom of the screen are clickable either directing the consumer to another web site or allowing him to dial a phone number.

Banner dimensions

- 480 pixels wide by 60 pixels tall
- 320 pixels wide by 40 pixels tall
- 240 pixels wide by 40 pixels tall
- 160 pixels wide by 40 pixels tall



480 X 60 pixels



320 X 40 pixels



240 X 40 pixels



160 X 40 pixels

Campaign Management

Terratial provides comprehensive marketing data via the campaign manager. Simply log in to see each ad you have running, its position and format, as well as the number of impressions and clicks generated for a specified time period.

The following pieces of information are available through the campaign manager:

Impressions/Page Views

- Per day and per week
- By environment; i.e. micro-browser vs. native application (if available).
- By content location; i.e. shopping list, cooking directions

Unique Users

- Per day and per week
- Per equipment
- By environment; i.e. micro-browser vs. native application (if available).

Ad Performance

- Number of impressions
- Number of click-throughs

<i>Impressions</i>		CHTML
Sunday	9/21/2XXX	87
Monday	9/22/2XXX	72
Tuesday	9/23/2XXX	45
Wednesday	9/24/2XXX	469
Thursday	9/25/2XXX	81
Friday	9/26/2XXX	144
Saturday	9/27/2XXX	162
Sunday	9/28/2XXX	36
Monday	9/29/2XXX	81
Tuesday	9/30/2XXX	87
Wednesday	10/1/2XXX	63
Thursday	10/2/2XXX	27
Friday	10/3/2XXX	96
Saturday	10/4/2XXX	92

<i>Unique Users</i>		CHTML
Sunday	9/21/2XXX	17
Monday	9/22/2XXX	23
Tuesday	9/23/2XXX	36
Wednesday	9/24/2XXX	267
Thursday	9/25/2XXX	42
Friday	9/26/2XXX	121
Saturday	9/27/2XXX	87
Sunday	9/28/2XXX	7
Monday	9/29/2XXX	26
Tuesday	9/30/2XXX	65
Wednesday	10/1/2XXX	36
Thursday	10/2/2XXX	17
Friday	10/3/2XXX	62
Saturday	10/4/2XXX	55



Sample Analytics

Counts are by market then device

Device Type Legend:

CHTML: mobile web browser; individual markets' home page access counts

BB-TB: BlackBerry® trackball (newer models); application download counts

BB-TW: BlackBerry® trackwheel (older models); application download counts

IP: iPhone®; individual markets' home page access counts

POS: Palm OS®; application download counts

PPC: Windows Mobile Pocket PC®; application download counts

SP: Windows Mobile Smartphone®; application download counts

Day of the Week		CHTML	BB-TB	BB-TW	IP	POS	PPC	SP
Sunday	9/21/2XXX	2	0	0	1	0	0	0
Monday	9/22/2XXX	9	3	3	1	3	3	3
Tuesday	9/23/2XXX	5	0	0	9	2	2	0
Wednesday	9/24/2XXX	25	5	3	27	9	8	8
Thursday	9/25/2XXX	9	6	0	43	8	2	5
Friday	9/26/2XXX	15	6	0	61	1	4	0
Saturday	9/27/2XXX	16	11	4	41	7	5	10
Sunday	9/28/2XXX	4	3	0	18	1	3	3
Monday	9/29/2XXX	9	3	0	51	3	2	2
Tuesday	9/30/2XXX	11	13	2	19	1	1	7
Wednesday	10/1/2XXX	7	5	3	21	3	6	5
Thursday	10/2/2XXX	3	15	0	35	7	0	0
Friday	10/3/2XXX	14	12	0	29	3	2	4
Saturday	10/4/2XXX	11	2	0	55	5	4	3
Sunday	10/5/2XXX	8	7	1	49	3	4	1
Monday	10/6/2XXX	11	3	0	23	3	1	1
Tuesday	10/7/2XXX	0	6	0	2	0	0	2



About Holly Clegg

Holly Clegg, “queen of quick,” offers user-friendly trim&TERRIFIC™ recipes tailored to the health conscious consumer in our time-constrained world. Holly incorporates familiar ingredients with simple preparation instructions to make any home cook successful.

Holly has appeared regularly on television sharing her trim&TERRIFIC™ trademark recipes on *Fox & Friends*, *NBC Weekend Today Show*, *CNBC*, and many others. Holly’s recipes have been featured in magazines such as *Cooking Light*, *USA Today*, *Real Simple*, and many more. Holly’s cookbooks in circulation number above 850,000 copies. For more information, visit www.hollyclegg.com.

About Terratial

The company develops mobile business applications and services. Headquartered in Atlanta, Georgia Terratial has received multiple awards including “Developer of the Year 2005 and 2008” (Handango Inc.) and “Recognition for Developmental Excellence in 2007” (Handmark, Inc.) for its BlackBerry® product lines and is consistently listed among the top ten sellers on the largest mobile e-commerce sites.

Terratial is the maker of T-Life™, a content-provisioning mobile software platform with an iPod-like interface and universal connectivity to RSS feeds, compact XHTML, and other data sources (e.g., SAP, Oracle).

T-Life™ is available as a location-based mobile information portal or as a fully customizable white label mobile platform for “mobilizing” intranets or content management systems. T-Life™ includes a facility to disperse/redeem coupons electronically. For more information, visit www.Terratial.com.

About Mobile Rush-Hour Recipes

Distribution via:

- www.hollyclegg.com
- www.mobilechampion.com
- www.Handango.com
- iPhone® Application store
- Affiliated distributors

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